
MAUI COUNTY DATA BOOK 2019

COUNTY OF MAUI
OFFICE OF ECONOMIC DEVELOPMENT

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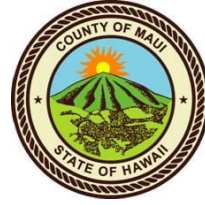
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The State of Hawai'i Data Book is available online through the State of Hawai'i Department of Business, Economic Development and Tourism. The tables are available at <http://dbedt.hawaii.gov/economic/databook>



OFFICE OF THE MAYOR

County of Maui
200 South High Street
Wailuku, Maui, Hawai'i 96793

A MESSAGE FROM MAYOR MICHAEL P. VICTORINO

Aloha kākou –

On behalf of the people of the County of Maui, I'm pleased to present the 2019 edition of the Maui County Data Book.

The Maui County Data Book provides the definitive statistical reference work on Maui County, including the islands of Maui, Moloka'i, Lāna'i and Kaho'olawe. Its tables and statistics feature a wide array of valuable information on demographics and economic activity. The book provides facts and statistics vital for preparing a grant, a business plan, or deciding where to start a business.

The 2019 Maui County Data Book is the product of a working partnership of the Hawai'i Small Business Development Center Network's Hawai'i Business Research Library in Kihei and the County of Maui Office of Economic Development in Wailuku. Their collaboration produces the most up-to-date data that is critical to decision-making by both prospective and established businesses in our community.

As with earlier editions of the Maui County Data Book, the 2019 edition is available online at our Maui County website at www.mauicounty.gov/oed/links, and at the Hawai'i Business Research Library's website at:

www.hisbdc.org/BusinessResearchLibrary/MauiCountyDataBook.aspx.

We hope you will use this to develop your next business idea.

Mahalo Nui Loa,

A handwritten signature in black ink that reads "Michael P. Victorino". The signature is written in a cursive, flowing style.

MICHAEL P. VICTORINO
Mayor, County of Maui

ABOUT THIS EDITION

We hope you find the 2019 edition of the Maui County Data Book useful and valuable. This publication provides economic, demographic and other statistical information about the County of Maui.

This twenty-eighth edition of the Data Book is produced by the Hawai'i Small Business Development Center (SBDC) Network, Hawai'i Business Research Library (HBRL) under a grant from the County of Maui. In addition to the print version, the Data Book is also available online via the Internet (<http://www.hisbdc.org/BusinessResearchLibrary/MauiCountyDataBook2019.aspx>). In addition to compiling and updating the Data Book, the Hawai'i Business Research Library provides a call-in/email service to provide a wide range of business research services to individuals and businesses residing or operating in Hawai'i, or investigating business opportunities in Hawai'i.

Several other publications complement the Maui County Data Book for individuals needing more data about Hawai'i. The State of Hawai'i publishes The State of Hawai'i Data Book (<http://dbedt.hawaii.gov/economic/databook/>) annually through the Hawai'i State Department of Business, Economic Development and Tourism. The Hawai'i State Office of Hawaiian Affairs publishes the Native Hawaiian Data Book (<http://www.ohadatabook.com>).

Numerous agencies of the federal, state and county governments, as well as many private organizations in Maui County, in Hawai'i and on the mainland assisted the HBRL in preparing the Maui County Data Book. To them we extend our deepest appreciation for their support and cooperation.

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VISITOR INDUSTRY & RECREATION

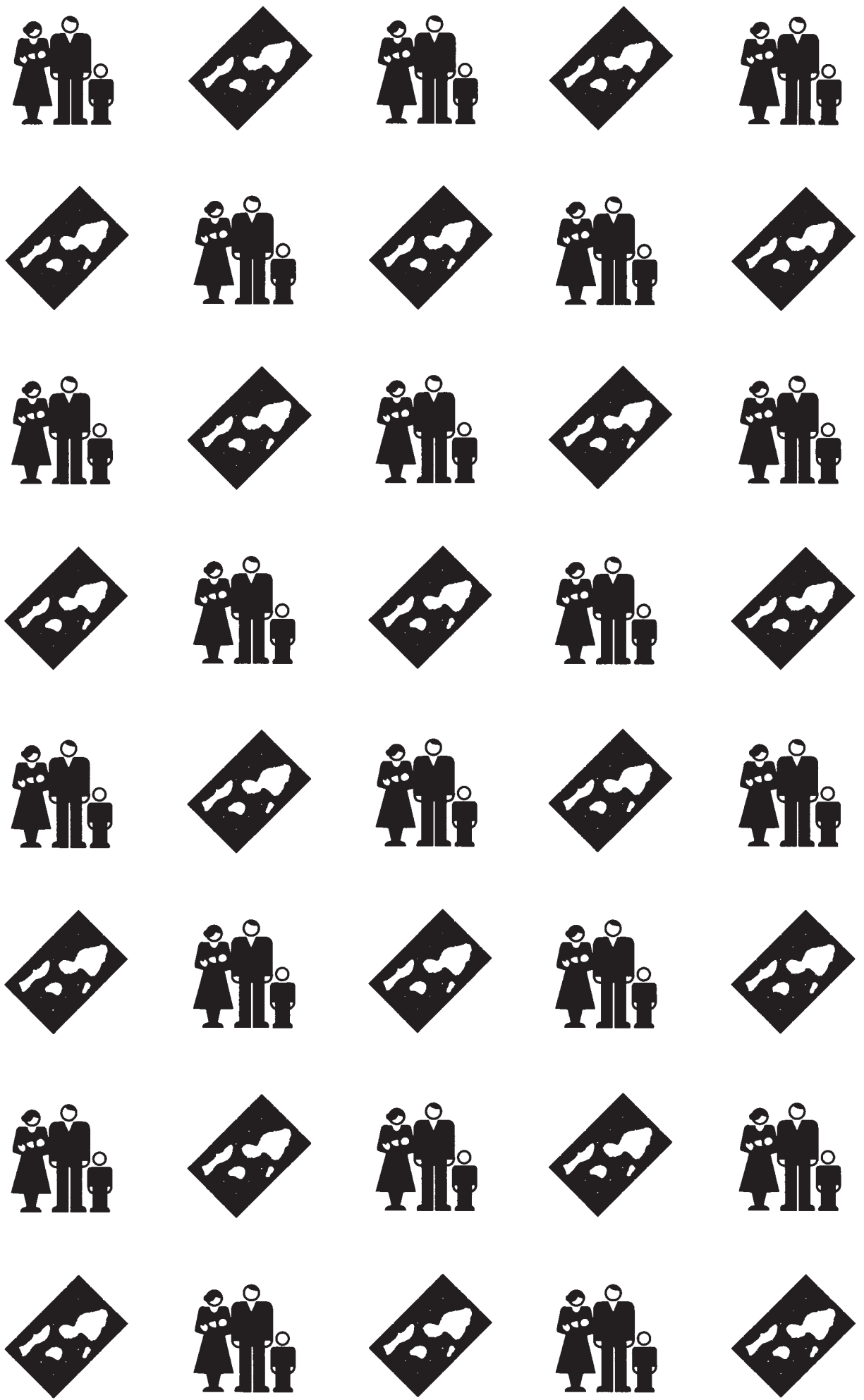
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General Statistics



Section 1

GENERAL STATISTICS

This section covers the statistics on population, population distribution, income, cost of living and other general aspects of Maui County.

The totals for population have been broken down by factors such as resident population, de facto population (the number of people actually in the county), district, density, age, race and sex.

Population statistics are based on the 2010 census figures modified by provisional estimates supplied by the American Community Survey, also a product of the U.S. Census Bureau.

“CDP” means Census Designated Place, a “densely settled concentration of population that is identifiable by name.” “CCD” means Census Community Division, which is based on a “well-known local name that identifies its location.” CCDs may contain one or more CDPs.

Several of the tables address the cost of living and personal income which have been shown to be of great interest to users of this book. The primary measuring tool for cost of living increases is the consumer price index for urban dwellers (CPI-U). The Honolulu consumer price index has been compiled by the U.S. Bureau of Labor Statistics since December 1963. This index measures the average change in prices of goods and services purchased by urban households. Prices are expressed as a percent of the average levels reported in 1982–1984, the base date. Statistics for Maui County are not available, therefore the index for the City and County of Honolulu is provided.

The sources for this data are the U.S. Census Bureau, estimates developed by the Hawai'i State Department of Business, Economic Development and Tourism, U.S. Department of Commerce, Hawai'i State Department of Health, and the U.S. Bureau of Labor Statistics CPI Reports.

1.1.1

MAUI COUNTY STATISTICS

	Unit	Measure	2014	2015	2016	2017	2018	2019	% Change 18/19	% Change 14/19
Resident Population ¹	Number	July 1	163,036	163,904	165,350	166,146	166,972	167,417	0.3%	2.7%
Civilian Labor Force ²	Number	An. Avg.	83,400	85,150	87,200	88,300	88,100	86,750	-1.5%	4.0%
Employed	Number	An. Avg.	79,650	82,050	84,550	86,050	85,950	84,450	-1.7%	6.0%
Unemployed	Number	An. Avg.	3,700	3,100	2,650	2,250	2,150	2,250	4.7%	-39.2%
Percent Unemployed	Percent	An. Avg.	4.5	3.6	3.0	2.6	2.4	2.6	8.3%	-42.2%
Total Job Count ³	Number	An. Avg.	71,400	73,300	74,600	76,400	77,400	80,200	3.6%	12.3%
Gross Business Receipts	Mil. \$	Total	5,608.8	5,738.4	5,320.0	6,001.1	NA	NA	NA	NA
State Tax Collections	Thous. \$	Total	366,718	404,645	410,826	464,600	NA	NA	NA	NA
County Tax Collections ⁴	Thous. \$	Total	255,440	268,178	280,825	303,701	342,520	353,226	3.1%	38.3%
Tourism ⁵										
Estimated Domestic Visitors	Thous.	Total	2,005	2,116	2,172	2,269	2,304	2,607	13.2%	30.0%
Estimated International Visitors	Thous.	Total	445	463	462	473	483	465	-3.7%	4.5%
Hotel Inventory	Number	An. Avg.	18,694	21,413	21,899	21,723	21,829	21,773	-0.3%	16.5%
Hotel Occupancy	Percent	An. Avg.	72.0	74.5	75.8	77.1	75.9	77.7	2.4%	7.9%
Single Family Home Sales	Number	Total	943	1,089	1,076	1,099	1,137	1,117	-1.8%	18.5%
	Dollars	Median	570,000	580,000	636,750	695,000	710,000	741,355	4.4%	30.1%
Condominium Sales	Number	Total	1,199	1,199	1,310	1,451	1,654	1,606	-2.9%	33.9%
	Dollars	Median	415,000	410,000	415,000	445,000	500,000	515,500	3.1%	24.2%
Household Income	Dollars	Median	67,013	66,476	68,777	72,762	77,117	NA	NA	NA
Per Capita Income ⁶	Dollars	Total	40,488	42,798	44,478	32,379	33,792	NA	NA	NA
Monthly Mortgage Payment	Dollars	Median	2,164	2,225	2,209	2,390	2,341	NA	NA	NA
Monthly Rent	Dollars	Median	1,238	1,418	1,254	1,421	1,669	NA	NA	NA
Private Building Permits	Thous. \$	Total	443,617	731,491	384,686	477,528	559,832	486,529	-13.1%	9.7%

1. Revised estimates by the U.S. Census Bureau for 2013 to 2018.

2. Data for 2013 to 2018 reflect revised population controls and model reestimation.

3. Refers to number of jobs rather than number of persons employed (self-employed not counted in jobs count). 4. Fiscal year ending June 30.

5. Revised data for 2014 to 2017. Preliminary data for 2018. 6. Revised estimates. Includes Kalawao. In current dollars, not adjusted for inflation. NA: Not available

1.1.2

CENSUS BUREAU QUICK FACTS MAUI COUNTY & STATE OF HAWAII

Category	Maui County	State of Hawai'i
Population		
Population estimates, July 1, 2019	167,417	1,415,872
Population, percent change, April 1, 2010 to July 1, 2019	8.1%	4.1%
Population, Census, April 1, 2010	154,834	1,360,301
Persons under 5 years, percent, July 1, 2018	5.9%	6.2%
Persons under 18 years, percent, July 1, 2018	21.7%	21.4%
Persons 65 years and over, percent, July 1, 2018	18.3%	18.4%
Female persons, percent, July 1, 2018	50.3%	49.9%
White alone, percent, July 1, 2018 ^(a)	34.9%	25.6%
Black or African American alone, percent, July 1, 2018 ^(a)	0.8%	2.2%
American Indian and Alaska Native alone, percent, July 1, 2018 ^(a)	0.6%	0.4%
Asian alone, percent, July 1, 2018 ^(a)	29.1%	37.6%
Native Hawaiian and Other Pacific Islander alone, percent, July 1, 2018 ^(a)	10.7%	10.2%
Two or more races, percent, July 1, 2018	23.9%	24.0%
Hispanic or Latino, percent, July 1, 2018 ^(b)	11.5%	10.7%
White alone, not Hispanic or Latino, percent, July 1, 2018	30.1%	21.8%
General		
Living in same house 1 year ago, pct of persons age 1 year+, 2014-2018	87.8%	86.3%
Foreign born persons, percent, 2014-2018	18.8%	18.3%
Language other than English spoken at home, percent age 5+, 2014-2018	22.6%	26.1%
High school graduate or higher, percent of persons age 25+, 2014-2018	92.0%	91.8%
Bachelor's degree or higher, percent of persons age 25+, 2014-2018	26.6%	32.5%
Veterans, 2014-2018	9,156	105,563
Mean travel time to work (minutes), workers age 16+, 2014-2018	21.6	27.4
Housing		
Housing units, July 1, 2018	73,775	546,213
Owner-occupied housing unit rate, 2014-2018	60.2%	58.3%
Median value of owner-occupied housing units, 2014-2018	\$599,500	\$587,700
Households, 2014-2018	54,274	456,782
Persons per household, 2014-2018	2.99	3.02
Per capita income in past 12 months (in 2017 dollars), 2014-2018	\$33,792	\$34,035
Median household income (in 2017 dollars), 2014-2018	\$77,117	\$78,084
Persons in poverty, percent ²	8.6%	8.8%

1.1.2

CONTINUED

Category	Maui County	State of Hawai'i
Business		
Total employer establishments, 2017	4,705	32,800 ¹
Total employment, 2017	64,947	544,056 ¹
Total employment, percent change, 2016-2017	1.2%	3.0% ¹
Total nonemployer establishments, 2017	17,238	111,003
All firms, 2012	17,146	118,454
Men-owned firms, 2012	8,126	60,409
Women-owned firms, 2012	6,791	44,453
Minority-owned firms, 2012	6,782	74,208
Nonminority-owned firms, 2012	9,341	38,510
Veteran-owned firms, 2012	1,575	11,148
Nonveteran-owned firms, 2012	14,447	101,334
Total manufacturers shipments, 2012 (\$1,000)	D	D
Total merchant wholesaler sales, 2012 (\$1,000)	714,580	9,607,982
Total retail sales, 2012 (\$1,000)	D	18,901,745
Total retail sales per capita, 2012	NA	\$13,576
Total accommodation and food services sales, 2012 (\$1,000)	2,307,504	9,536,706
Building permits, 2018	838	4,659 ³
Geography		
Land area in square miles, 2010	1,161.52	6,422.63
Population per square mile, 2010	133.3	211.8
FIPS Code	15009	15

1. Includes data not distributed by county.

2. This geographic level of poverty is not comparable to other geographic levels of these estimates.

(a) Includes persons reporting only one race.

(b) Hispanics may be of any race, so also are included in applicable race categories.

D: Suppressed to avoid disclosure of confidential information

NA: Not available

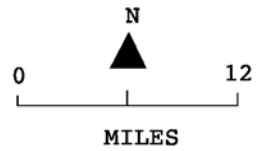
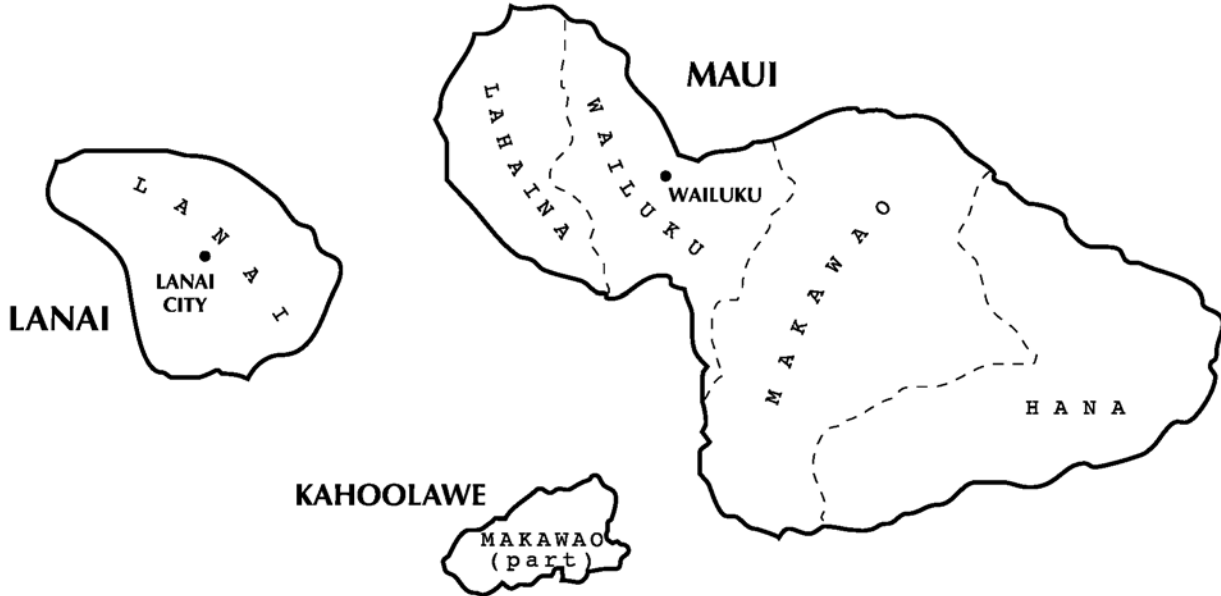
SOURCE: U.S. CENSUS BUREAU, STATE AND COUNTY QUICKFACTS.

MAUI COUNTY AND DISTRICTS



MOLOKAI

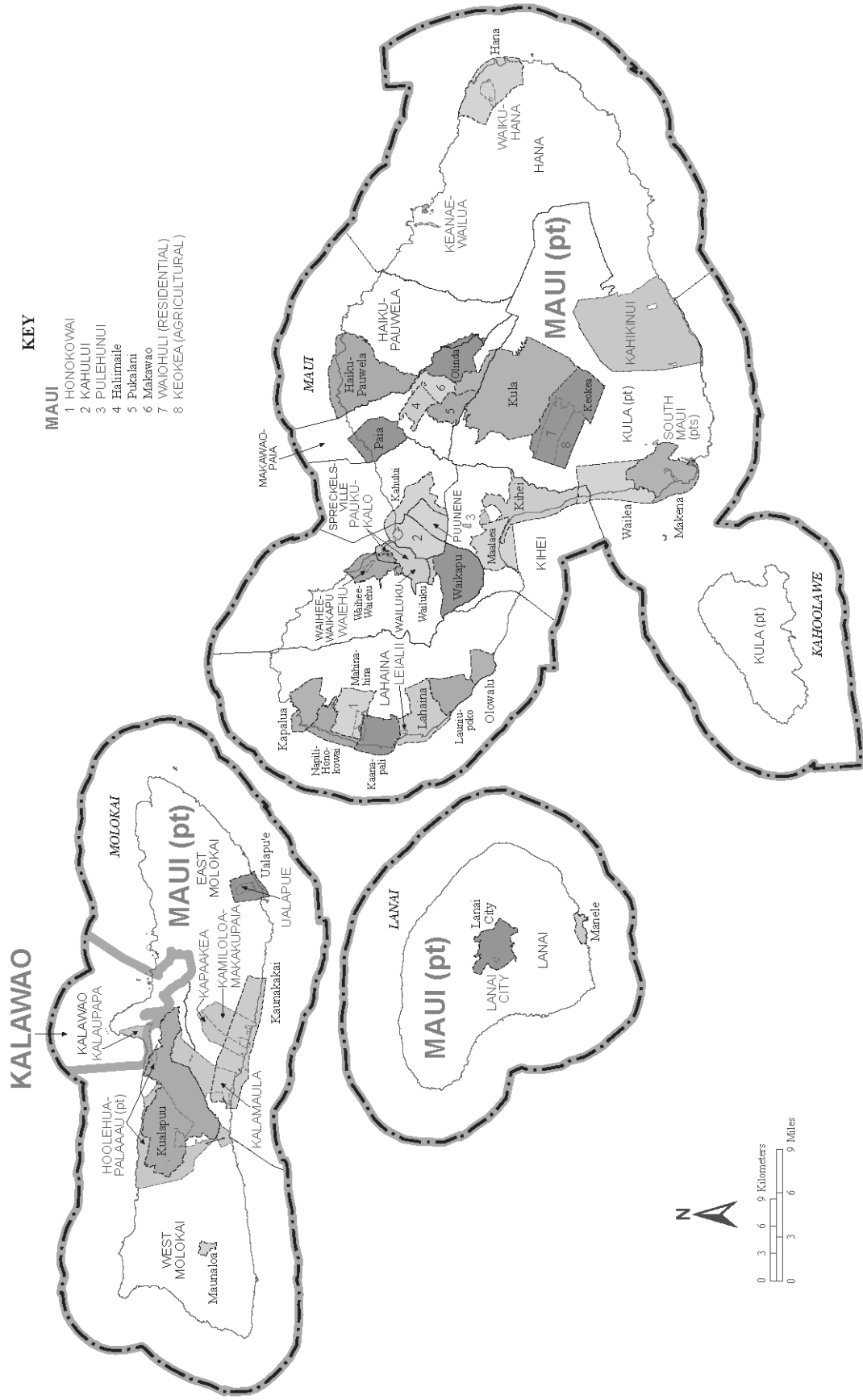
*Kalawao is officially designated as a separate county but is usually treated as a district of Maui for statistical purposes



SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, 1991.

1.2.2

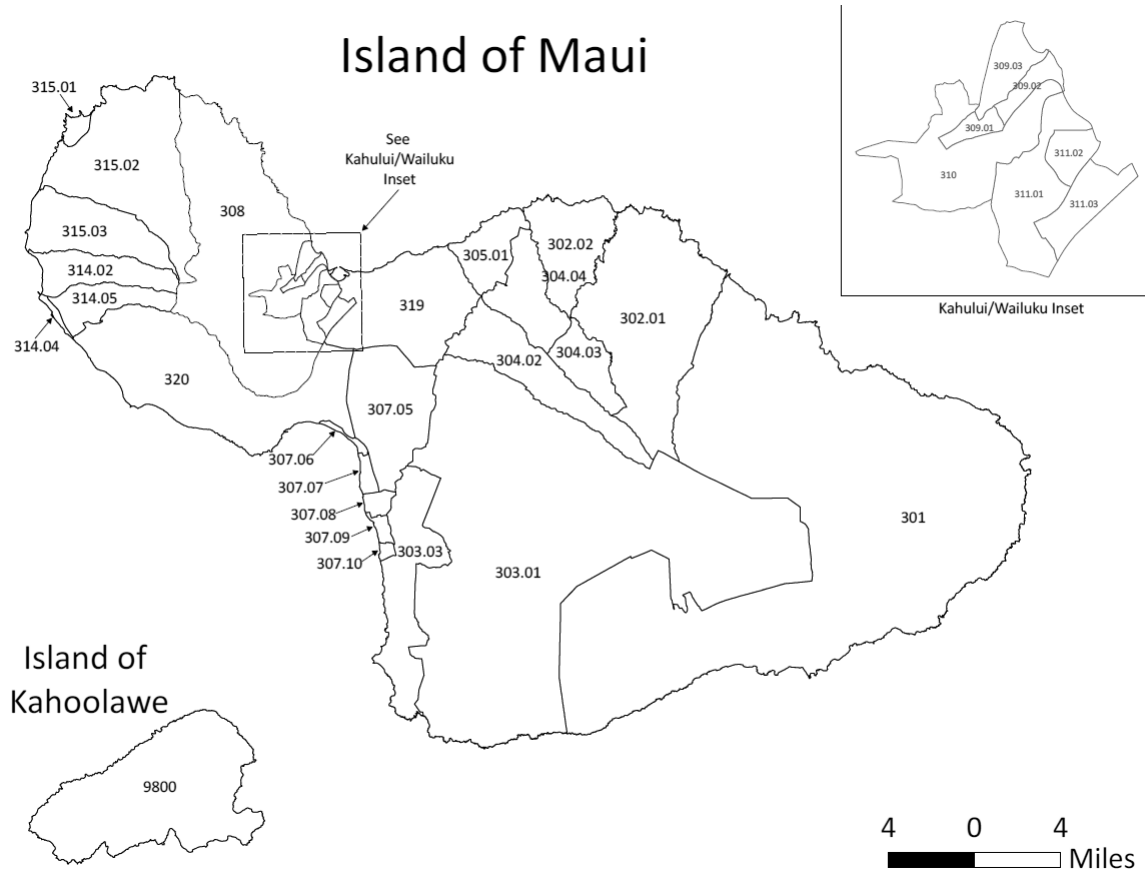
MAUI COUNTY SUBDIVISIONS AND PLACES



SOURCE: U.S. CENSUS BUREAU, 2010 CENSUS.

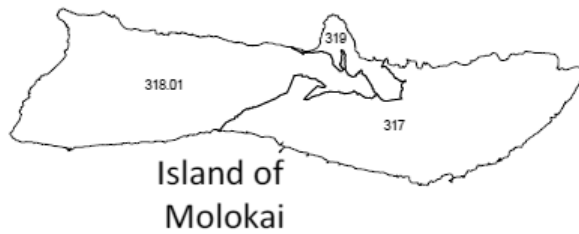
1.2.3

MAUI COUNTY CENSUS TRACTS

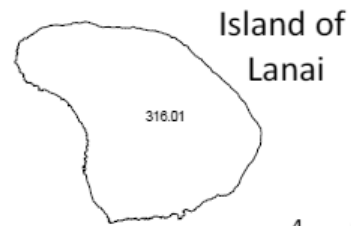


Island of Kahoolawe

9800



Island of Molokai



Island of Lanai

4 0 4 Miles

SOURCE: U.S. CENSUS BUREAU, 2011.

1.3.1

RESIDENT POPULATION BY COUNTY

Estimates based on place of usual residence; includes armed forces stationed or homeported in Hawai'i and residents temporarily absent, excludes visitors present.

Date	Maui County ¹	City & County of Honolulu	Hawai'i County	Kaua'i County	State Total
July 1, 1995	117,895	881,399	140,492	57,068	1,196,854
July 1, 1996	120,689	883,443	141,935	57,688	1,203,755
July 1, 1997	122,772	886,711	144,445	57,712	1,211,640
July 1, 1998	124,648	886,909	145,833	57,843	1,215,233
July 1, 1999	126,160	878,906	146,970	58,264	1,210,300
April 1, 2000 ²	128,241	876,156	148,677	58,463	1,211,537
July 1, 2001	132,428	882,755	151,690	59,075	1,225,948
July 1, 2002	134,583	890,473	154,576	59,981	1,239,613
July 1, 2003	137,596	894,311	158,442	60,805	1,251,154
July 1, 2004	140,625	907,997	162,852	62,095	1,273,569
July 1, 2005	143,448	918,181	168,237	62,863	1,292,729
July 1, 2006	145,776	926,954	173,536	63,465	1,309,731
July 1, 2007	148,117	925,335	177,733	64,490	1,315,675
July 1, 2008	151,424	933,680	181,506	65,603	1,332,213
July 1, 2009	153,393	943,177	183,629	66,518	1,346,717
April 1, 2010 ²	155,020	956,285	185,363	67,205	1,363,963
July 1, 2011 ³	156,936	967,336	187,079	67,888	1,379,329
July 1, 2012 ³	158,889	977,994	189,161	68,671	1,394,804
July 1, 2013 ³	161,004	986,059	191,459	69,632	1,408,243
July 1, 2014 ³	163,036	987,414	193,711	70,288	1,414,538
July 1, 2015 ³	163,904	991,064	195,975	71,021	1,422,052
July 1, 2016 ³	165,350	992,268	198,316	71,537	1,427,559
July 1, 2017 ³	166,146	986,353	199,981	71,827	1,424,393
July 1, 2018	166,972	979,858	201,509	72,168	1,420,593
July 1, 2019	167,417	974,563	201,513	72,293	1,415,872

1. Including Kalawao County (Kalaupapa Settlement). Kalawao had 147 in 2000, 90 in 2010 and 89 in 2015.

2. Decennial census figure.

3. Population estimates after April 1, 2010 were based on revisions released in March 2020 and may differ somewhat from earlier figures cited in other tables.

SOURCE: U.S. CENSUS BUREAU, POPULATION DIVISION.

1.3.2

DE FACTO POPULATION BY COUNTY

*Includes all persons physically present in area, regardless of military status or usual place of residence. Includes visitors present but excludes residents temporarily absent.
Both calculated as averages for 12-month periods centered on estimate date.*

Date	Maui County ¹	City & County of Honolulu	Hawai'i County	Kaua'i County	State Total
July 1, 1995	155,144	921,626	152,482	68,844	1,298,096
July 1, 1996	157,468	921,609	154,364	70,474	1,303,915
July 1, 1997	162,011	932,931	161,225	71,763	1,327,930
July 1, 1998	163,562	931,439	165,205	73,920	1,334,125
July 1, 1999	165,743	927,689	164,570	74,441	1,332,442
July 1, 2000	168,650	926,192	166,429	74,734	1,336,005
July 1, 2001	168,845	926,713	168,131	73,940	1,337,629
July 1, 2002	172,302	934,070	171,784	74,895	1,353,051
July 1, 2003	176,044	931,880	174,683	76,148	1,358,755
July 1, 2004	180,033	949,262	180,107	78,167	1,387,569
July 1, 2005	184,987	959,340	188,612	79,561	1,412,500
July 1, 2006	188,221	967,400	194,008	80,887	1,430,516
July 1, 2007	189,875	963,577	196,723	83,286	1,433,461
July 1, 2008	189,331	962,908	198,413	81,968	1,432,620
July 1, 2009	189,206	972,202	199,047	82,101	1,442,556
July 1, 2010 ²	194,698	988,275	202,396	83,180	1,468,549
July 1, 2011 ²	198,772	1,000,687	205,686	85,139	1,490,284
July 1, 2012	202,336	1,019,083	209,452	87,183	1,518,054
July 1, 2013	207,488	1,032,103	212,809	89,568	1,541,968
July 1, 2014	211,674	1,040,269	216,463	90,623	1,559,029
July 1, 2015	215,190	1,049,386	220,654	92,635	1,577,865
July 1, 2016	218,057	1,049,121	222,717	93,370	1,583,265
July 1, 2017	220,831	1,049,470	228,038	95,291	1,593,630
July 1, 2018	225,722	1,044,799	227,560	97,105	1,595,186

1. Including Kalawao County. The 2016 de facto population of Kalawao County, the Kalaupapa Settlement on Molokai, was 88.
2. Revised figures for July 1, 2010 through July 1, 2011.

SOURCE: U.S. CENSUS BUREAU, POPULATION DIVISION; HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, TOURISM RESEARCH BRANCH; HAWAII TOURISM AUTHORITY, TOURISM RESEARCH; CALCULATIONS BY DBEDT.

1.3.3

RESIDENT POPULATION BY COUNTY AND DISTRICT

County and District	April 1, 1990	April 1, 2000	April 1, 2010	Percent Change	
				'90 to '00	'00 to '10
State Total	1,108,229	1,211,537	1,360,301	9.3	12.3
Maui County	100,504	128,241	154,924	27.6	20.8
Hāna	1,895	1,855	2,291	-2.1	23.5
Makawao	29,207	36,476	41,887	24.9	14.8
Wailuku	45,685	61,346	78,110	34.3	27.3
Lahaina	14,574	17,967	22,156	23.3	23.3
Lāna'i	2,426	3,193	3,135	31.6	-1.8
Moloka'i	6,587	7,257	7,255	10.2	0.0
Kalawao	130	147	90	13.1	-38.8
City and Co. of Honolulu	836,231	876,156	953,207	4.8	8.8
Honolulu	377,059	372,279	390,738	-1.3	5.0
Koolaupoko	117,694	117,994	115,164	0.3	-2.4
Koolauloa	18,443	18,899	21,406	2.5	13.3
Waialua	11,549	14,027	13,046	21.5	-7.0
Wahiawā	43,886	38,370	41,216	-12.6	7.4
Wai'anae	37,411	42,259	48,519	13.0	14.8
'Ewa	230,189	272,328	323,118	18.3	18.7
Hawai'i County	120,317	148,677	185,079	23.6	24.5
Puna	20,781	31,335	45,326	50.8	44.6
South Hilo	44,639	47,386	50,927	6.2	7.5
North Hilo	1,541	1,720	2,041	11.6	18.7
Hāmākua	5,545	6,108	6,513	10.2	6.6
North Kohala	4,291	6,038	6,322	40.7	4.7
South Kohala	9,140	13,131	17,627	43.7	34.2
North Kona	22,284	28,543	37,875	28.1	32.7
South Kona	7,658	8,589	9,997	12.2	16.4
Ka'ū	4,438	5,827	8,451	31.3	45.0
Kaua'i County	51,177	58,463	67,091	14.2	14.8
Hanalei	4,631	6,348	7,828	37.1	23.3
Kawaihau	15,627	18,525	20,992	18.5	13.3
Līhu'e	10,663	12,022	14,683	12.7	22.1
Kōloa	11,368	12,845	14,086	13.0	9.7
Waimea	8,888	8,723	9,502	-1.9	8.9

SOURCE: U.S. CENSUS BUREAU.

1.3.4

**POPULATION DENSITY
BY CENSUS TRACT, MAUI COUNTY**

Census Tract	Name	Resident Population	Land Area (sq. miles)	Density per sq. mile
Maui		144,444	771.99	187.1
301	Hāna	2,291	214.03	10.7
302.01	Huelo	2,453	45.60	53.8
302.02	Ha'ikū	7,635	14.25	535.9
303.01	Kula	8,013	166.91	48.0
303.03	Wailea	3,567	19.71	180.9
304.02	Pukalani	8,652	17.85	484.6
304.03	Makawao	3,269	7.27	449.9
304.04	Hāli'imaile	5,609	10.52	533.3
305.01	Pā'ia	2,689	7.66	350.9
307.05	Kīhei Mauka	3,791	19.37	195.7
307.06	Keālia	2,448	0.61	4,033.7
307.07	Waipuilani	8,009	1.18	6,794.5
307.08	Halama	2,909	1.37	2,128.5
307.09	Kamaole	3,727	0.92	4,042.6
307.10	Keawakapu	2,441	0.49	4,969.8
308	Waihe'e-Waikapū	6,907	54.87	125.9
309.01	West Central Wailuku	2,617	0.39	6,677.6
309.02	East Central Wailuku	3,205	0.51	6,341.2
309.03	North Wailuku	6,481	1.02	6,352.7
310	South Wailuku	8,426	3.65	2,310.0
311.01	West Kahului	8,167	2.57	3,172.9
311.02	Central Kahului	5,426	0.67	8,057.5
311.03	Southeast Kahului	7,580	1.27	5,990.3
314.02	Kahoma	3,003	8.98	334.4
314.04	Lahaina	3,250	0.58	5,570.9
314.05	Lahainaluna	5,491	7.24	758.7
315.01	Kapalua	2,368	1.35	1,754.1
315.02	Honokahua	5,036	33.45	150.6
315.03	Honokōwai	2,366	14.80	159.9
319	Spreckelsville	5,624	25.08	224.3
320	Launiupoko	994	43.09	23.1
Lāna'i		3,135	141.07	22.2
316.01	Lāna'i City	3,135	141.07	22.2
Moloka'i		7,345	260.46	28.2
317	East Moloka'i	4,503	122.84	36.7
318.01	West Moloka'i	2,752	125.63	21.9
319	Kalawao	90	11.99	7.5

SOURCE: U.S. CENSUS BUREAU, 2010 CENSUS REDISTRICTING DATA SUMMARY FILE (FEBRUARY 2011).

CALCULATIONS BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

1.3.5

RESIDENT POPULATION AND HOUSEHOLDS BY CENSUS TRACT, MAUI COUNTY

Census Tract	Name	Resident Population	Households	Persons per Household
Maui		144,444	50,215	2.8
301	Hāna	2,291	823	2.8
302.01	Huelo	2,453	1,013	2.4
302.02	Ha'ikū	7,635	2,908	2.6
303.01	Kula	8,013	3,189	2.5
303.03	Wailea	3,567	1,684	2.1
304.02	Pukalani	8,652	3,064	2.8
304.03	Makawao	3,269	1,225	2.6
304.04	Hāli'imaile	5,609	1,918	2.8
305.01	Pā'ia	2,689	938	2.9
307.05	Kīhei Mauka	3,791	1,111	3.4
307.06	Keālia	2,448	963	2.5
307.07	Waipuilani	8,009	3,094	2.6
307.08	Halama	2,909	1,086	2.6
307.09	Kamaole	3,727	1,842	2
307.10	Keawakapu	2,441	1,109	2.2
308	Waihe'e-Waikapū	6,907	2,089	3.3
309.01	West Central Wailuku	2,617	1,013	2.5
309.02	East Central Wailuku	3,205	1,135	2.7
309.03	North Wailuku	6,481	1,633	4
310	South Wailuku	8,426	3,137	2.7
311.01	West Kahului	8,167	2,091	3.4
311.02	Central Kahului	5,426	1,600	3.1
311.03	Southeast Kahului	7,580	1,998	3.8
314.02	Kahoma	3,003	844	3.5
314.04	Lahaina	3,250	1,352	2.4
314.05	Lahainaluna	5,491	1,355	3.9
315.01	Kapalua	2,368	799	3
315.02	Honokahua	5,036	2,128	2.4
315.03	Honokōwai	2,366	1,042	2.3
319	Spreckelsville	5,624	1,597	3.4
320	Launiupoko	994	435	2.2
Lāna'i		3,135	1,158	2.7
316.01	Lāna'i City	3,135	1,158	2.7
Moloka'i		7,345	2,582	2.8
317	East Moloka'i	4,503	1,671	2.7
318.01	West Moloka'i	2,752	842	3.2
319	Kalawao	90	69	1.3

SOURCE: U.S. CENSUS BUREAU, 2010 CENSUS REDISTRICTING DATA SUMMARY FILE (FEBRUARY 2011).

CALCULATIONS BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

1.3.6

**SUMMARY CHARACTERISTICS OF PERSONS BY RACE
CENSUS DESIGNATED PLACES, MAUI COUNTY**

Place	Total Population	White	Black or African American	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races
Maui Island	139,528	48,971	800	561	41,460	13,262	2,944	31,530
Haiku-Pauwela CDP	8,118	4,825	27	42	659	573	89	1,903
Hāli'imaile CDP	964	198	1	1	337	114	24	289
Hāna CDP	1,235	274	1	1	62	359	10	528
Kā'anapali CDP	1,045	889	0	1	67	28	5	55
Kahului CDP	26,337	2,620	111	72	13,992	3,341	418	5,783
Kapalua CDP	353	258	2	2	24	35	1	31
Kēōkea CDP	1,612	467	12	10	140	413	11	559
Kīhei CDP	20,881	10,582	244	134	4,533	1,359	633	3,396
Kula CDP	6,452	3,632	31	23	1,049	273	78	1,366
Lahaina CDP	11,704	3,182	62	37	4,627	1,103	503	2,190
Launiupoko CDP	588	427	5	2	46	23	13	72
Ma'alaea CDP	352	275	7	1	34	19	4	12
Mahinahina CDP	880	599	4	2	147	32	14	82
Makawao CDP	7,184	2,742	32	42	1,145	601	70	2,552
Mākena CDP	99	70	0	0	10	3	0	16
Nāpili-Honokōwai CDP	7,261	3,843	64	29	1,443	459	434	989
Olinda CDP	1,084	771	2	14	82	35	9	171
Olowalu CDP	80	35	0	1	11	7	0	26

1.3.6

CONTINUED

Place	Total Population	White	Black or African American	American Indian & Alaska Native	Asian	Native Hawaiian & Pacific Islander	Some Other Race	Two or More Races
Pā'ia CDP	2,668	1,139	5	17	634	206	41	626
Pukalani CDP	7,574	2,513	28	26	1,808	720	135	2,344
Waihe'e-Waiehū CDP	8,841	1,082	19	19	3,388	1,549	102	2,682
Waikapū CDP	2,965	702	11	14	1,006	239	30	963
Wailea CDP	5,938	4,637	41	23	523	116	119	479
Wailuku CDP	15,313	3,209	91	48	5,693	1,655	201	4,416
Moloka'i	6,253	838	25	18	1,087	1,657	20	2,608
Kaunakakai CDP	3,425	526	17	10	762	820	9	1,281
Kualapu'u CDP	2,027	171	6	1	280	669	7	893
Maunaloa CDP	376	52	2	3	31	54	3	231
Ualapu'e CDP	425	89	0	4	14	114	1	203
Lāna'i	3,131	459	5	2	1,742	205	5	713
Lāna'i City CDP	3,102	435	5	2	1,737	205	5	713
Manele CDP	29	24	0	0	5	0	0	0

SOURCE: U.S. CENSUS BUREAU, 2010 CENSUS REDISTRICTING DATA SUMMARY FILE TABLES P1; EXTRACTED BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, HAWAII STATE DATA CENTER.

1.3.7

**POPULATION BY AGE GROUP AND GENDER RATIO
CENSUS DESIGNATED PLACES, MAUI COUNTY**

Place	Population	Percent of Total Population							Males per 100 Females
		Under 18	18 to 24	25 to 44	45 to 64	65 and Over	Median Age		
Maui Island	154,834	23.1	7.5	27.0	29.6	12.8	39.6	100.4	
Haiku-Pauwela CDP	8,118	23.0	7.0	28.3	32.7	9.0	39.6	105.4	
Hāli'imaile CDP	964	24.0	7.6	28.4	26.7	13.4	37.9	98.4	
Hāna CDP	1,235	27.8	8.6	24.4	25.7	13.5	35.2	105.5	
Kā'anapali CDP	1,045	15.4	3.2	13.8	43.2	24.5	54.3	100.6	
Kahului CDP	26,337	24.9	8.9	27.1	23.3	15.9	37.2	97.3	
Kapalua CDP	353	12.5	3.4	16.4	38.8	28.9	56.0	101.7	
Kēōkea CDP	1,612	26.2	7.0	25.4	30.1	11.3	38.7	93.5	
Kīhei CDP	20,881	21.7	7.9	30.4	30.0	10.0	38.4	105.3	
Kula CDP	6,452	20.0	5.2	20.7	39.1	15.0	47.7	98.0	
Lahaina CDP	11,704	23.5	8.6	29.3	26.7	11.9	37.3	104.4	
Launiupoko CDP	588	23.3	4.6	27.4	35.7	9.0	42.6	86.1	
Ma'alaea CDP	352	4.5	2.8	15.3	44.6	32.7	59.1	114.6	
Mahinahina CDP	880	21.4	3.6	36.6	31.5	6.9	39.1	101.8	
Makawao CDP	7,184	24.2	8.1	27.0	29.9	10.8	38.4	96.4	
Mākena CDP	99	16.2	2.0	13.1	53.5	15.2	53.5	98.0	
Nāpili-Honokōwai CDP	7,261	20.7	7.1	33.2	30.0	9.0	38.3	104.7	
Olinda CDP	1,084	18.7	5.2	26.3	36.3	13.6	44.9	116.8	
Olowalu CDP	80	6.3	17.5	28.8	40.0	7.5	44.5	128.6	

1.3.7

CONTINUED

Place	Population	Percent of Total Population							Males per 100 Females
		Under 18	18 to 24	25 to 44	45 to 64	65 and Over	Median Age		
Pā'ia CDP	2,668	20.9	8.3	31.4	28.7	10.7	37.7	106.2	
Pukalani CDP	7,574	24.0	7.3	25.1	31.3	12.4	40.5	101.0	
Waihe'e-Waiehū CDP	8,841	26.7	9.6	24.9	29.2	9.7	36.7	98.3	
Waikapū CDP	2,965	31.3	6.6	32.1	23.2	6.7	32.6	99.1	
Wailea CDP	5,938	13.3	3.9	24.0	39.6	19.1	50.5	100.3	
Wailuku CDP	15,313	23.5	6.4	26.2	29.4	14.4	40.8	95.2	
Moloka'i									
Kaunakakai CDP	3,425	23.8	7.2	19.4	29.3	20.3	44.8	92.2	
Kualapu'u CDP	2,027	30.9	8.9	22.2	24.8	13.3	34.0	97.4	
Maunaloa	376	37.5	11.2	20.5	26.3	4.5	25.6	105.5	
Ualapu'e CDP	425	30.4	5.9	23.8	27.8	12.2	36.7	115.7	
Lāna'i									
Lāna'i City CDP	3,102	26.2	5.8	26.3	26.9	14.9	38.4	104.2	
Manele CDP	29	3.4	3.4	3.4	51.7	37.9	62.5	107.1	

SOURCE: U.S. CENSUS BUREAU, 2010 CENSUS REDISTRICTING DATA SUMMARY FILE TABLES P-1; EXTRACTED BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, HAWAII STATE DATA CENTER.

1.3.8

POPULATION BY RACE MAUI COUNTY

2018	Estimate	Percent
Total Population	167,218	100.0%
One race	131,605	78.7%
Two or more races	35,613	21.3%
One Race	131,605	78.7%
White	57,482	34.4%
Black or African American	1,195	0.7%
American Indian and Alaska Native	297	0.2%
Asian	50,433	30.2%
Asian Indian	121	0.1%
Chinese	1,770	1.1%
Filipino	30,951	18.5%
Japanese	11,977	7.2%
Korean	1,231	0.7%
Vietnamese	1,006	0.6%
Other Asian	3,377	2.0%
Native Hawaiian and other Pacific Islander	19,426	11.6%
Native Hawaiian	14,496	8.7%
Guamanian or Chamorro	181	0.1%
Samoan	113	0.1%
Other Pacific Islander	4,636	2.8%
Some other race	2,772	1.7%
Hispanic or Latino (of Any Race)	19,231	11.5%
Mexican	8,533	5.1%
Puerto Rican	5,118	3.1%
Cuban	40	0.0%
Other Hispanic or Latino	5,540	3.3%
Two or More Races	35,613	21.3%
White and Black or African American	691	0.4%
White and American Indian and Alaska Native	1,435	0.9%
White and Asian	8,745	5.2%
Black or African American and American Indian and Alaska Native	0	0.0%

SOURCE: U.S. CENSUS BUREAU, 2018 AMERICAN COMMUNITY SURVEY 1-YEAR ESTIMATES.

1.3.9

COMPONENTS OF CHANGE IN THE RESIDENT POPULATION OF MAUI COUNTY

Change	Births	Deaths	Natural Increase	Net International Migration	Net Domestic Migration	Numeric Population Change
7/1/2004 to 7/1/2005	1,914	919	995	577	473	1,901
7/1/2005 to 7/1/2006	1,937	865	1,072	570	-111	1,413
7/1/2006 to 7/1/2007	2,080	977	1,103	512	-107	1,486
7/1/2007 to 7/1/2008	2,137	1,032	1,105	489	788	2,370
7/1/2008 to 7/1/2009	2,174	936	1,238	423	-579	1,113
7/1/2009 to 7/1/2010	2,046	966	1,080	414	-387	1,131
7/1/2010 to 7/1/2011	2,037	989	1,048	433	164	1,639
7/1/2011 to 7/1/2012	2,023	1,060	963	500	106	1,560
7/1/2012 to 7/1/2013	1,983	1,217	766	515	774	2,162
7/1/2013 to 7/1/2014	2,046	1,253	793	711	807	2,228
7/1/2014 to 7/1/2015	2,091	1,270	821	869	-570	1,239
7/1/2015 to 7/1/2016	1,933	1,329	604	798	-262	1,117
7/1/2016 to 7/1/2017	1,878	1,310	568	820	-501	876
7/1/2017 to 7/1/2018	1,850	1,358	492	639	-315	804
7/1/2018 to 7/1/2019	1,934	1,446	388	582	-517	445

Notes: Net International Migration consists of:

- (1) legal immigration to the United States as reported by the Immigration and Naturalization Service
- (2) an estimate of net undocumented immigration from abroad
- (3) an estimate of emigration from the United States, and
- (4) net movement between Puerto Rico and the (balance of) the United States.

Net Domestic Migration is the difference between domestic in-migration to an area and domestic out-migration from it during the period. Domestic in-migration and out-migration consist of moves where both the origins and destinations are within the United States (excluding Puerto Rico).

SOURCE: U.S. CENSUS BUREAU, POPULATION DIVISION, VINTAGE 2010 POPULATION ESTIMATES: STATE AND COUNTY COMPONENTS OF POPULATION CHANGE: APRIL 1, 2000 TO JULY 1, 2010 (RELEASED MARCH 2012), ESTIMATES OF THE COMPONENTS OF RESIDENT POPULATION CHANGE: APRIL 1, 2010 TO JULY 1, 2019.

1.3.10

**MARRIAGES BY RESIDENCY
MAUI COUNTY**

Residency	2013	2014	2015	2016	2017	2018	2019
One or both is a resident	890	975					
Both are non-residents	5,442	6,023					
One or both is a non-resident ¹		6,098	5,354	5,228	5,129	5,251	4,649
Both are residents		900	821	808	865	757	1,712
Total	6,332	6,998	6,175	6,036	5,994	6,008	6,361

1. The definition differs from previous non-resident marriage data.

SOURCE: STATE OF HAWAII', DEPARTMENT OF HEALTH, VITAL STATISTICS.

1.3.11

**MARRIAGES WHERE BOTH ARE NON-RESIDENTS
MAUI COUNTY**

	2013	2014	2015¹	2016	2017	2018	2019
January	319	359	297	317	299	323	278
February	360	412	355	336	338	302	259
March	426	439	381	356	370	363	337
April	514	537	431	454	428	475	389
May	581	667	679	605	548	616	565
June	467	571	451	479	446	499	435
July	454	490	438	404	473	390	384
August	433	492	448	429	394	521	398
September	587	607	536	550	530	548	491
October	520	661	592	548	569	531	519
November	427	416	408	400	379	359	340
December	354	372	338	350	355	324	254

1. Where one or both is a non-resident, starting January 2015.

SOURCE: STATE OF HAWAII', DEPARTMENT OF HEALTH, VITAL STATISTICS.

1.3.12

**LIVE BIRTHS BY ZIP CODE
MAUI COUNTY**

Calendar year and place of mother's residence

Zip Code	Location	2012	2013	2014	2015	2016	2017	2018
Maui Island								
96708	Ha'ikū	122	132	121	114	114	118	108
96713	Hāna	26	25	32	31	33	33	26
96732	Kahului	391	384	371	327	372	349	345
96753	Kīhei	282	292	254	237	258	262	219
96761	Lahaina	265	326	302	313	291	284	274
96768	Makawao/Pukalani	234	199	205	192	188	199	188
96779	Pā'ia	37	31	27	33	28	24	29
96788	Pukalani	9	8	n/r	n/r	n/r	n/r	0
96790	Kula	88	107	88	94	74	86	93
96793	Wailuku	399	411	425	395	387	399	389
Lāna'i								
96763	Lāna'i City	44	42	45	48	29	28	42
Moloka'i								
96729	Ho'olehua	24	16	11	15	20	18	18
96748	Kaunakakai	57	61	72	63	47	56	53
96757	Kualapu'u	11	12	6	14	18	12	n/r
96770	Maunaloa	15	9	11	10	9	n/r	12
	Unknown	n/r	n/r	n/r	7	11	6	n/r
Total		2,009	2,058	1,978	1,896	1,880	1,882	1,812

n/r: Not reportable, where number of births between 1 and 5.

SOURCE: HAWAII HEALTH DATA WAREHOUSE; HAWAII STATE DEPARTMENT OF HEALTH, OFFICE OF HEALTH STATUS MONITORING, VITAL STATISTICS, LIVE BIRTHS BY MOTHER'S ZIP CODE.

1.3.13

**CHARACTERISTICS OF LIVE BIRTHS
MAUI COUNTY**

Characteristic	2016	Percent	2017	Percent	2018	Percent
Total	1,880	100%	1,882	100%	1,812	100%
Births by Area of Residence						
Maui County	1,880	100.0%	1,882	100.0%	1,812	100.0%
Maui	1,746	92.9%	1,757	93.4%	1,671	92.2%
Moloka'i	94	5.0%	91	4.8%	90	5.0%
Lāna'i	29	1.5%	28	1.5%	42	2.3%
Unknown	11	0.6%	n/r	n/r	n/r	n/r
Ethnicity of Child						
Black	25	1.3%	23	1.2%	26	1.4%
Caucasian	339	18.0%	330	17.5%	343	18.9%
Chinese	23	1.2%	20	1.1%	21	1.2%
Filipino	323	17.2%	363	19.3%	337	18.6%
Japanese	86	4.6%	84	4.5%	76	4.2%
Native Alaskan / American Indian	38	2.0%	30	1.6%	27	1.5%
Native Hawaiian	818	43.5%	818	43.5%	801	44.2%
Other	43	2.3%	38	2.0%	39	2.2%
Other Asian	29	1.5%	37	2.0%	27	1.5%
Other Pacific Islander	156	8.3%	136	7.2%	111	6.1%
Unknown	0	0.0%	n/r	n/r	n/r	n/r
Ethnicity of Mother						
Black	18	1.0%	15	0.8%	22	1.2%
Caucasian	471	25.1%	476	25.3%	467	25.8%
Chinese	30	1.6%	20	1.1%	26	1.4%
Filipino	367	19.5%	405	21.5%	374	20.6%
Japanese	105	5.6%	88	4.7%	89	4.9%
Native Alaskan / American Indian	33	1.8%	36	1.9%	27	1.5%
Native Hawaiian	615	32.7%	610	32.4%	595	32.8%
Other	56	3.0%	53	2.8%	52	2.9%
Other Asian	26	1.4%	44	2.3%	36	2.0%
Other Pacific Islander	159	8.5%	132	7.0%	120	6.6%
Unknown	0	0.0%	n/r	n/r	n/r	n/r

n/r: Not reportable, where number of births between 1 and 5.

SOURCE: HAWAII HEALTH DATA WAREHOUSE; HAWAII STATE DEPARTMENT OF HEALTH, OFFICE OF HEALTH STATUS MONITORING, VITAL STATISTICS.

1.3.14

**TOTAL RESIDENT POPULATION PROJECTIONS
BY 5-YEAR AGE GROUP, MAUI COUNTY**

Age Group (Years)	2010 ¹	2020	2025	2030	2035	2040	2045
0 - 4	9,989	10,161	10,588	10,955	11,388	11,751	12,033
5 - 9	9,845	10,706	10,609	11,037	11,405	11,840	12,203
10 - 14	9,842	10,525	11,048	10,953	11,381	11,749	12,184
15 - 19	9,430	9,536	10,171	10,695	10,601	11,030	11,399
20 - 24	8,394	9,303	9,844	10,479	11,003	10,911	11,341
25 - 29	10,199	10,315	10,666	11,208	11,843	12,367	12,280
30 - 34	10,460	10,621	11,217	11,571	12,113	12,748	13,274
35 - 39	10,297	11,744	10,970	11,565	11,922	12,465	13,100
40 - 44	11,098	11,221	12,016	11,251	11,848	12,208	12,752
45 - 49	11,826	10,539	11,374	12,169	11,419	12,017	12,382
50 - 54	12,324	11,062	10,554	11,391	12,186	11,458	12,058
55 - 59	11,635	11,907	11,141	10,661	11,498	12,294	11,595
60 - 64	9,893	11,945	11,635	10,923	10,478	11,316	12,113
65 - 69	6,830	10,873	11,404	11,141	10,491	10,087	10,922
70 - 74	4,414	9,245	10,279	10,817	10,605	10,025	9,668
75 - 79	3,260	5,761	8,402	9,384	9,927	9,782	9,299
80 - 84	2,772	3,365	4,982	7,298	8,205	8,748	8,684
85 +	2,706	3,932	4,676	6,451	9,525	12,245	14,250
Total	155,214	172,762	181,577	189,947	197,836	205,040	211,537

Share (%)	2010 ¹	2020	2025	2030	2035	2040	2045
0 - 4	6.4	5.9	5.8	5.8	5.8	5.7	5.7
5 - 9	6.3	6.2	5.8	5.8	5.8	5.8	5.8
10 - 14	6.3	6.1	6.1	5.8	5.8	5.7	5.8
15 - 19	6.1	5.5	5.6	5.6	5.4	5.4	5.4
20 - 24	5.4	5.4	5.4	5.5	5.6	5.3	5.4
25 - 29	6.6	6.0	5.9	5.9	6.0	6.0	5.8
30 - 34	6.7	6.1	6.2	6.1	6.1	6.2	6.3
35 - 39	6.6	6.8	6.0	6.1	6.0	6.1	6.2
40 - 44	7.2	6.5	6.6	5.9	6.0	6.0	6.0
45 - 49	7.6	6.1	6.3	6.4	5.8	5.9	5.9
50 - 54	7.9	6.4	5.8	6.0	6.2	5.6	5.7
55 - 59	7.5	6.9	6.1	5.6	5.8	6.0	5.5
60 - 64	6.4	6.9	6.4	5.8	5.3	5.5	5.7
65 - 69	4.4	6.3	6.3	5.9	5.3	4.9	5.2
70 - 74	2.8	5.4	5.7	5.7	5.4	4.9	4.6
75 - 79	2.1	3.3	4.6	4.9	5.0	4.8	4.4
80 - 84	1.8	1.9	2.7	3.8	4.1	4.3	4.1
85 +	1.7	2.3	2.6	3.4	4.8	6.0	6.7
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0

1. July estimates, Source : U.S. Census Bureau.

SOURCE: STATE OF HAWAII, DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT, AND TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, "POPULATION AND ECONOMIC PROJECTIONS FOR THE STATE OF HAWAII TO 2045", JUNE 2018.

1.3.15

**ECONOMIC PROJECTIONS
MAUI COUNTY 2016 TO 2045**

	2016	2020	2025	2030	2035	2040	2045
Total Personal Income¹	6,921	7,650	8,680	9,830	11,100	12,490	14,050
Total Civilian Wage and Salary Jobs	77,400	80,550	84,390	88,150	91,560	94,750	98,000
Agriculture	1,710	1,700	1,700	1,700	1,700	1,700	1,700
Mining and construction	4,050	4,390	4,790	5,200	5,530	5,880	6,240
Food processing	590	580	580	580	570	570	560
Other manufacturing	590	590	600	600	600	600	600
Transportation	3,700	3,840	3,990	4,130	4,250	4,350	4,450
Information	560	560	550	550	550	560	560
Utilities	480	490	500	510	510	510	500
Wholesale trade	1,520	1,560	1,620	1,680	1,710	1,740	1,760
Retail trade	9,870	10,090	10,360	10,580	10,690	10,790	10,840
Finance and insurance	860	870	890	910	920	930	930
Real estate and rental	2,160	2,250	2,350	2,440	2,520	2,590	2,660
Professional services	1,530	1,630	1,750	1,880	1,990	2,080	2,180
Business services	5,590	5,970	6,460	6,910	7,380	7,790	8,230
Educational services	1,000	1,110	1,270	1,440	1,620	1,820	2,030
Health services	5,680	6,030	6,470	6,940	7,400	7,900	8,400
Arts and entertainment	2,230	2,290	2,370	2,430	2,480	2,500	2,530
Accommodation	11,980	12,190	12,410	12,640	12,820	12,960	13,110
Eating and drinking	9,820	10,430	11,210	11,990	12,780	13,530	14,340
Other services	3,550	3,650	3,780	3,870	3,940	3,980	4,000
Government	9,950	10,320	10,760	11,180	11,600	11,980	12,370
Visitor arrivals by air (1,000)	2,678	2,968	3,141	3,324	3,506	3,680	3,856
Visitor days, air visitors only (1,000)	21,954	24,722	26,344	28,157	29,996	31,788	33,677
Visitor expenditures ²	4,648	5,623	6,555	7,677	8,964	10,415	12,101
Occupied visitor units ³	19,486	20,825	22,252	23,783	25,337	26,777	28,446

Note: Projected values were rounded to the nearest ten.

1. In million 2012 dollars. Figures for 2016 are from the U.S. Bureau of Economic Analysis (BEA).

2. In million 2012 dollars. Honolulu CPI was used for 2012-2017 price adjustment while annual inflation for 2017-2045 was assumed at 2.2 percent.

3. Actual figures in 2017 instead of 2016. Occupied visitor units for 2017 were calculated by applying the countywide hotel occupancy rate in 2017 to total visitor inventory in the county including individually advertised vacation rental units, assuming that the occupancy rate of visitor inventories other than hotel had the same occupancy rate as hotels. There were 90,163 visitor plant inventories statewide in 2017 including individually advertised vacation rental units (Table 24, Visitor Plant Inventory Report, 2017), and the statewide hotel occupancy rate was 80 percent in 2017.

SOURCE: STATE OF HAWAII, DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION, "POPULATION AND ECONOMIC PROJECTIONS FOR THE STATE OF HAWAII TO 2045", JUNE 2018.

1.4.1

PERSONAL INCOME, TOTAL AND PER CAPITA BY COUNTY

Year	Maui County ¹	City & County of Honolulu	Hawai'i County	Kaua'i County	State Total
Total Personal Income, in \$1,000					
2004	4,341,656	33,368,413	4,379,204	1,888,102	43,977,375
2005	4,704,262	35,728,717	4,848,840	2,024,507	47,306,326
2006	5,063,867	38,249,805	5,227,476	2,159,942	50,701,090
2007	5,373,022	40,176,577	5,570,974	2,302,505	53,423,078
2008	5,624,965	42,118,992	5,903,907	2,412,045	56,059,909
2009	5,320,683	42,371,822	5,675,130	2,322,396	55,690,031
2010	5,536,704	43,397,685	5,869,367	2,375,385	57,179,141
2011	5,877,361	45,532,320	6,142,665	2,492,278	60,044,624
2012	6,308,599	47,177,994	6,369,930	2,599,394	62,455,917
2013	6,313,108	47,857,319	6,445,702	2,700,471	63,316,600
2014	6,731,270	50,358,033	6,866,362	2,890,458	66,846,123
2015	7,161,518	52,747,310	7,403,169	3,072,470	70,384,467
2016	7,489,167	54,459,502	7,727,884	3,202,096	72,878,649
2017	7,878,703	56,274,893	8,156,188	3,379,704	75,689,488
2018	8,204,107	58,420,993	8,531,484	3,564,549	78,721,133
Per Capita Income, in \$					
2004	30,874	36,749	26,891	30,407	34,531
2005	32,794	38,912	28,821	32,205	36,594
2006	34,737	41,264	30,123	34,034	38,711
2007	36,276	43,418	31,345	35,703	40,605
2008	37,147	45,111	32,527	36,767	42,080
2009	34,687	44,925	30,905	34,914	41,352
2010	35,699	45,381	31,665	35,341	41,921
2011	37,435	47,072	32,837	36,706	43,534
2012	39,682	48,236	33,674	37,842	44,774
2013	39,186	48,526	33,665	38,766	44,955
2014	41,257	50,988	35,442	41,102	47,246
2015	43,633	53,208	37,783	43,229	49,480
2016	45,194	54,860	39,005	44,738	51,032
2017	47,322	57,049	40,883	47,084	53,145
2018	49,040	59,608	42,449	49,416	55,418

Note: Revised estimates for 2004-2017. All dollar estimates are in current dollars (not adjusted for inflation).

1. Including Kalawao.

SOURCE: U.S. DEPARTMENT OF COMMERCE, BUREAU OF ECONOMIC ANALYSIS, LOCAL AREA PERSONAL INCOME AND EMPLOYMENT, "CA1 PERSONAL INCOME SUMMARY: PERSONAL INCOME, POPULATION, PER CAPITA PERSONAL INCOME", Nov. 14, 2019.

1.4.2

**EARNINGS BY DETAILED INDUSTRY
MAUI COUNTY, 2018**

In thousands of dollars

Personal Income	8,204,107
Population (persons)	167,295
Per Capita Personal Income (dollars)	49,040
Earnings by Place of Work	5,638,253
Less: Contributions for government social insurance	650,088
Employee and self-employed contributions for government social insurance	359,533
Employer contributions for government social insurance	290,555
Plus: Adjustment for residence	30,274
Equals: Net earnings by place of residence	5,018,439
Plus: Dividends, interest, and rent	1,907,827
Plus: Personal current transfer receipts	1,277,841
Wages and Salaries	3,849,154
Supplements to Wages and Salaries	913,317
Employer contributions for employee pension and insurance funds	622,762
Employer contributions for government social insurance	290,555
Proprietors' Income	875,782
Farm proprietors' income	-1,826
Nonfarm proprietors' income	877,608
Farm Earnings	43,742
Nonfarm Earnings	5,594,511
Private Nonfarm Earnings	4,833,694
Forestry, fishing, and related activities	D
Mining	D
Utilities	78,912
Construction	517,138

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1.4.2

CONTINUED

Manufacturing	67,915
Durable goods manufacturing	32,877
Nondurable goods manufacturing	35,038
Wholesale trade	119,118
Retail trade	451,891
Transportation and warehousing	224,150
Information	80,316
Finance and insurance	71,507
Real estate and rental and leasing	247,979
Professional, scientific, and technical services	186,254
Management of companies and enterprises	31,387
Administrative, support, waste mgmt & remediation services	310,156
Educational services	67,441
Health care and social assistance	563,524
Arts, entertainment, and recreation	153,135
Accommodation and food services	1,354,137
Other services, except public administration	301,139
Government and Government Enterprises	760,817
Federal, civilian	85,289
Military	43,760
State and local	631,768
State government	376,380
Local government	255,388

Note: Includes Kalawao. All dollar estimates are in current dollars (not adjusted for inflation).

D: Not shown to avoid disclosure of confidential information, but the estimates for this item are included in totals.

SOURCE: U.S. DEPARTMENT OF COMMERCE, BUREAU OF ECONOMIC ANALYSIS, LOCAL AREA PERSONAL INCOME AND EMPLOYMENT, "CAINC5N PERSONAL INCOME BY MAJOR COMPONENT AND EARNINGS BY NAICS INDUSTRY", NOVEMBER 14, 2019.

1.4.3

**CONSUMER PRICE INDEX (ALL ITEMS COMBINED)
BY TYPE OF CONSUMER: HONOLULU**

Year	All Urban Consumers (CPI-U)			Urban Wage Earners and Clerical Workers (CPI-W)		
	Annual Average	First Half	Second Half	Annual Average	First Half	Second Half
1996	170.7	170.5	171.0	171.0	170.8	171.2
1997	171.9	172.1	171.8	172.2	172.4	172.0
1998	171.5	172.0	171.0	171.6	172.3	171.0
1999	173.3	172.7	173.8	173.4	173.0	173.9
2000	176.3	175.9	176.7	176.5	176.0	176.9
2001	178.4	178.1	178.7	179.1	178.6	179.5
2002	180.3	180.1	180.4	180.6	180.4	180.7
2003	184.5	183.2	185.7	184.3	183.4	185.3
2004	190.6	189.2	191.9	190.2	188.8	191.5
2005	197.8	195.0	200.6	197.2	194.6	199.8
2006	209.4	206.4	212.3	208.5	205.6	211.4
2007 ¹	219.504	216.620	222.388	218.541	215.681	221.401
2008	228.861	227.334	230.387	228.344	226.738	229.950
2009	230.048	228.070	232.026	228.773	226.462	231.084
2010	234.869	233.822	235.916	234.020	233.089	234.951
2011	243.622	241.902	245.342	242.532	240.874	244.190
2012	249.474	248.646	250.303	248.569	248.003	249.135
2013	253.924	253.202	254.646	252.178	251.663	252.694
2014	257.589	255.989	259.190	254.757	253.417	256.098
2015	260.165	257.848	262.482	255.969	254.057	257.881
2016	265.283	264.038	266.528	260.326	258.879	261.772
2017	272.014	270.738	273.290	267.115	265.787	268.444
2018	277.078	275.196	278.960	273.483	271.610	275.355
2019	281.585	280.666	282.503	277.928	276.793	279.063

Note: See Introduction (General Statistics) for CPI-U and CPI-W definitions.
1982-1984 = 100

1. U.S. Bureau of Labor Statistics instituted a 3-decimal presentation beginning January 2007.

SOURCE: U.S. BUREAU OF LABOR STATISTICS.

1.4.4

**NONFOREIGN AREA COST-OF-LIVING ALLOWANCES
FEDERAL EMPLOYEES IN HAWAI'I RELATIVE TO WASHINGTON, D.C., BY COUNTY**

County	2017		2018		2019		2020	
	COLA Rates (%)	Locality Rates (%)	COLA Rates (%)	Locality Rates (%)	COLA Rates (%)	Locality Rates (%)	COLA Rates (%)	Locality Rates (%)
Honolulu	11.32	17.92	10.99	18.43	10.99	18.43	10.28	19.56
Hawai'i	5.39	17.92	5.08	18.43	5.08	18.43	4.42	19.56
Kaua'i	11.32	17.92	10.99	18.43	10.99	18.43	10.28	19.56
Maui ¹	11.32	17.92	10.99	18.43	10.99	18.43	10.28	19.56

1. Including Kalawao County.
 Note: Employees in nonforeign areas, e.g. Hawai'i, have corresponding reductions in their cost-of-living allowances (COLAs) when locality rates increase.
 SOURCE: U. S. OFFICE OF PERSONNEL MANAGEMENT, "COLA AND LOCALITY PAY RATES IN NONFOREIGN AREAS".

1.4.5

DETAILED CONSUMER PRICE INDEX FOR ALL URBAN CONSUMERS (CPI-U): HONOLULU

1982-1984 Average = 100 unless otherwise noted

Group	2015	2016	2017	2018	2019
All Items	260.165	265.283	272.014	277.078	281.585
Food and Beverages	267.041	272.051	277.301	281.796	287.622
Food	267.643	272.998	278.202	282.565	288.541
Food at home	267.011	267.579	273.253	273.914	276.432
Food away from home	262.972	273.003	277.624	285.602	295.250
Alcoholic beverages	255.672	254.162	260.376	267.326	270.301
Housing	276.047	283.565	294.510	300.679	307.889
Shelter	298.217	309.116	322.017	327.066	335.875
Rent of primary residence	295.635	303.583	313.704	319.242	325.794
Owners' equivalent rent	308.127	320.863	335.159	339.871	349.297
Fuels and Utilities	329.285	318.341	334.333	362.400	368.109
Household energy	267.540	243.208	263.579	295.374	293.676
Energy services*	262.786	238.477	259.124	290.309	288.611
Electricity	260.267	236.276	256.98	287.790	285.442
Utility (piped) gas service	267.090	235.752	252.444	286.182	300.105
Household Furnishings and Operations	149.060	148.734	146.275	146.797	146.721
Apparel	108.893	111.736	115.762	110.259	114.795
Transportation	216.756	211.645	217.646	227.694	223.689
Private transportation	212.590	203.453	213.267	224.967	223.651
Motor Fuel	229.138	198.214	227.755	265.785	262.456
Gasoline (all types)	235.085	203.309	233.622	272.733	269.292
Gasoline, unleaded regular	247.260	212.986	244.414	285.428	280.961
Gasoline, unleaded midgrade ¹	189.913	164.233	189.983	224.844	225.556
Gasoline, unleaded premium	209.894	183.356	212.037	246.398	246.794

CONTINUES ON THE NEXT PAGE

1.4.5

CONTINUED

Group	2015	2016	2017	2018	2019
Medical Care	378.876	400.408	407.384	NA	NA
Recreation²	121.840	124.872	125.781	128.651	130.977
Education and Communication²	147.869	149.785	144.410	142.193	143.547
Other Goods and Services	478.634	484.820	488.990	497.228	504.378
Special Aggregate Indexes					
All items less shelter	243.833	246.306	250.295	255.550	257.895
All items less medical care	253.811	258.001	264.714	269.515	273.841
All items less energy	262.680	269.892	275.658	278.742	283.781
All items less food and energy	263.255	271.023	276.976	279.886	284.780
Commodities	197.792	197.263	201.985	204.871	206.547
Commodities less food	158.807	155.419	159.942	161.936	161.599
Commodities less food and beverage	154.989	151.538	155.984	157.835	157.421
Nondurables	230.105	230.373	236.927	242.000	245.100
Nondurables less food	193.935	189.629	197.834	203.537	203.900
Nondurables less food and beverage	189.890	185.364	193.66	199.273	199.496
Services	314.368	324.441	332.966	340.140	347.082
Services less rent of shelter ³	335.192	343.671	345.072	355.547	359.254
Services less medical care	307.041	316.432	325.378	332.290	339.015

* Previously called 'Gas (piped) and electricity'.

NA: Not available

1. December 1993= 100.

2. December 1997= 100.

3. December 1982= 100.

SOURCE: U.S. BUREAU OF LABOR STATISTICS, CONSUMER PRICE INDEX-ALL URBAN CONSUMERS (CPI-U).

1.5.1

**CAPACITIES OF HOSPITALS AND SPECIALTY CARE FACILITIES
MAUI COUNTY**

*Data are for facilities recognized by the Hawai'i State Health Planning and Development Agency
Area by Type of Beds by Facility for the Calendar Year 2018*

Facility	Licensed Beds	Inpatient Days	Admissions	Average Stay	Occupancy Rate
Medical/Surgical					
Maui Memorial Medical Center	157	46,794	6,236	7.5	81.66
Critical Care					
Maui Memorial Medical Center	29	6,353	467	13.6	60.02
Obstetric					
Maui Memorial Medical Center	22	3,395	1,642	2.1	42.28
Moloka'i General Hospital	2	23	22	1.0	3.15
Psychiatric					
Maui Memorial Medical Center	11	3,368	476	7.1	83.89
SNF/ICF					
Hale Makua Kahului	254	81,468	488	166.9	87.87
Hale Makua Wailuku	90	26,755	69	387.8	81.45
Kula Hospital	105	28,508	80	356.4	74.38
Lāna'i Community Hospital	10	3,201	15	213.4	87.70
Acute/SNF Swing					
Kula Hospital	9	1,807	55	32.9	55.01
Lāna'i Community Hospital	4	0	0	0.0	0.00
Moloka'i General Hospital	13	164	35	4.7	3.46
SNF/ICF ID					
Kula Hospital	9	3,182	4	795.5	96.86
Hansen's Disease					
Kalaupapa Care Home	5	913	8	114.1	50.03
Other: STF					
Ai Pono Maui	8	1,252	87	14.4	42.88
Aloha House, Inc.	48	14,657	1,363	10.8	83.66
Maui County Total	776	221,840	11,047	133.0	58.39

SNF: Skilled Nursing Facility. ICF: Intermediate Care Facility.
SNF/ICF ID: Facility providing skilled nursing care or intermediate care services for persons who have intellectual disabilities.
STF: Special Treatment Facility.

SOURCE: HAWAII STATE DEPARTMENT OF HEALTH, STATE HEALTH PLANNING AND DEVELOPMENT AGENCY, HEALTH CARE UTILIZATION REPORT 2018.

1.5.2

**ADULT RESIDENTIAL CARE HOMES
MAUI COUNTY**

*Data are for facilities recognized by the Hawai'i State Department of Health,
Office of Health Care Assurance*

Location	Facilities	Beds	Persons¹ age 65+	Beds / 1,000 persons age 65+
Type I (up to 5 beds)				
Kahului	3	5	4,182	1.20
Kīhei	1	5	3,225	1.55
Wailuku	4	19	3,425	5.55
Maui Island Total	8	29	18,148	1.60
Moloka'i	3	8	1,181	6.77
Lāna'i	0	0	474	0.00
Maui County Total	11	37	19,803	1.87
Hawai'i County	42	80	26,834	2.98
Kaua'i County	6	15	9,985	1.50
City and County of Honolulu	337	1,068	138,490	7.71
State Total	396	1,200	195,112	6.15
Type II (more than 5 beds)				
Maui Island	1	20	18,148	1.10
Moloka'i	0	0	1,181	0.00
Lāna'i	0	0	474	0.00
Maui County Total	1	20	19,803	1.01
Hawai'i County	0	0	26,834	0.00
Kaua'i County	0	0	9,985	0.00
City and County of Honolulu	36	375	138,490	2.71
State Total	37	395	195,112	2.02

1. U.S. Census Bureau, Census 2010.

SOURCE: HAWAII STATE DEPARTMENT OF HEALTH, OFFICE OF HEALTH CARE ASSURANCE, COMBINED ADULT RESIDENTIAL CARE HOMES AND EXPANDED ADULT RESIDENTIAL CARE HOMES VACANCY REPORT BY AREA, NOVEMBER 2019.

1.5.3

HEALTH PRACTITIONERS LICENSED IN HAWAII BY PLACE OF ADDRESS

	Acupuncturist	Chiropractor	Dental Hygienist	Dentist	Massage Therapist
Maui	81	68	125	101	1,279
Moloka'i	1	1	4	3	16
Lāna'i	0	0	0	1	29
O'ahu	310	207	636	851	3,505
Hawai'i	117	67	83	111	1,036
Kaua'i	38	26	43	52	561
State Subtotal	547	369	891	1,119	6,426
Mainland	173	139	239	359	826
Foreign/Other	5	4	0	11	50
Total	725	512	1,130	1,489	7,302

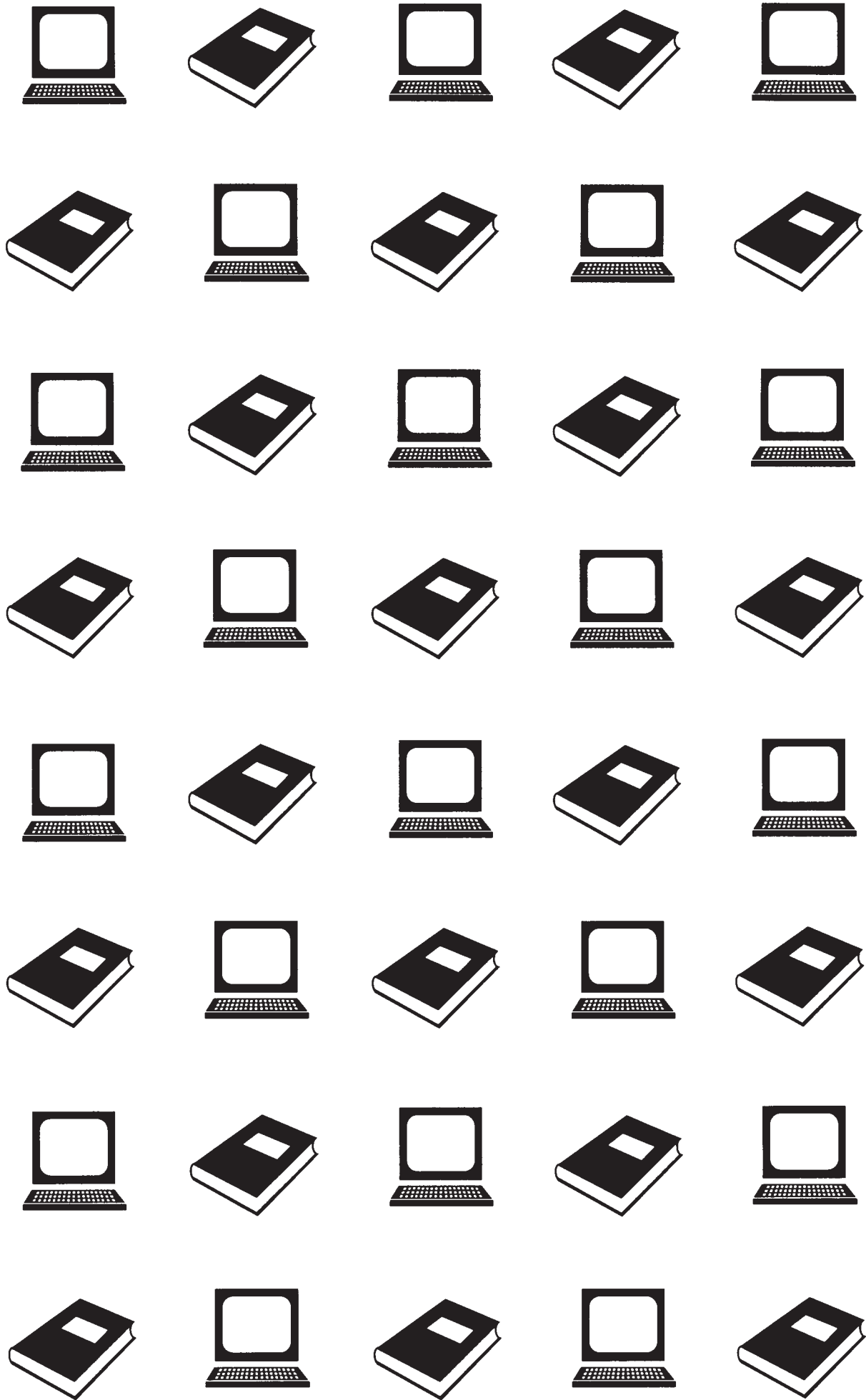
	Certified Physician's Assistant	Emergency Medical Tech.	Emergency Medical Tech. Paramedic	Physician or Surgeon ¹	Osteopathic Physician and Surgeon
Maui	46	79	45	413	31
Moloka'i	0	0	4	9	1
Lāna'i	0	0	0	1	1
O'ahu	196	411	318	3,648	247
Hawai'i	35	306	124	469	50
Kaua'i	10	45	24	182	17
State Subtotal	287	841	515	4,722	347
Mainland	126	11	77	4,936	581
Foreign/Other	0	0	0	48	0
Total	413	852	592	9,706	928

	Licensed Practical Nurse	Registered Nurse	Advanced Practice Registered Nurse	Occupational Therapist	Physical Therapist
Maui	225	1,497	80	42	123
Moloka'i	7	42	7	0	3
Lāna'i	0	22	1	0	0
O'ahu	844	11,375	885	302	737
Hawai'i	250	1,833	135	57	127
Kaua'i	104	725	45	21	64
State Subtotal	1,430	15,494	1,153	422	1,054
Mainland	339	8,203	452	257	552
Foreign/Other	3	63	5	2	7
Total	1,772	23,760	1,610	681	1,613

	Naturopath	Optometrist	Pharmacist	Podiatrist	Psychologist
Maui	20	26	125	4	56
Moloka'i	0	0	3	0	0
Lāna'i	0	0	0	0	1
O'ahu	33	237	1,115	32	637
Hawai'i	31	32	172	7	91
Kaua'i	10	13	75	1	31
State Subtotal	94	308	1,490	44	816
Mainland	36	142	1,211	44	322
Foreign/Other	0	0	4	1	4
Total	130	450	2,705	89	1,142

1. Permanent licenses only. Does not include interns, residents, or physicians who provided state government services only.

SOURCE: HAWAII STATE DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS, PROFESSIONAL AND VOCATIONAL LICENSING DIVISION, LICENSING BRANCH, CURRENT LICENSES AS OF OCT. 17, 2019.



Education

Section 2

EDUCATION

This section covers statistics on public and private schools, enrollment, number of teachers, high school graduates, enrollment at University of Hawai'i Maui College, degrees offered, number of faculty at UH Maui College and libraries.

Maui County public and private schools provide educational opportunities for students from pre-kindergarten through senior high school. UH Maui College offers courses in a wide variety of technical, vocational and liberal arts disciplines and through the University of Hawai'i Center, Maui offers 4-year Bachelor's degrees.

The Hawai'i State Public Library System in Maui County has eight locations on three islands, Maui, Moloka'i and Lāna'i. UH Maui College Library holdings include four centers: two on Maui (Kahului and Hāna), and one each on Moloka'i and Lāna'i.

The principal sources of the data on education are the Hawai'i State Department of Education, the Hawai'i Association of Private Schools, and the University of Hawai'i Institutional Research Office. On libraries, the principal sources are the Hawai'i State Public Library System, Research and Evaluation Services and the UH Maui College Library.

2.1

MAUI DISTRICT PUBLIC AND PRIVATE SCHOOLS BY ISLAND AND LOCATION

MAUI**Hāna**

Hāna High and Elementary K thru 12

Kīhei

Kamali'i Elementary K thru 5

Kīhei Elementary K thru 5

Kīhei Charter School K thru 12

Lokelani Intermediate 6 thru 8

Horizons Academy of Maui PreK thru 12

Lahaina

Kamehameha III Elementary K thru 5

Lahaina Intermediate 6 thru 8

Lahainaluna High 9 thru 12

Mana'o'i'o Baptist Academy PreK thru 12

Maui Preparatory Academy PreK thru 12

Nahi'ena'ena Elementary K thru 5

Sacred Hearts PreK to 8

Upcountry/North Shore

Carden Academy of Maui PreK thru 8

Doris Todd Christian Academy PreK thru 12

Ha'ikū Elementary K thru 5

Haleakalā Waldorf EC thru 12

Kalama Intermediate 6 thru 8

Kamehameha School Maui K thru 12

King Kekaulike High 9 thru 12

Kula Elementary K thru 5

Makawao Elementary K thru 5

Montessori School of Maui EC thru 8

Pā'ia Elementary K thru 5

Pukalani Elementary K thru 5

Roots School PreK thru 8

Seabury Hall 6 thru 12

Kahului/Wailuku

Emmanuel Lutheran PreK thru 8

Henry Perrine Baldwin High 9 thru 12

'Āo Intermediate 6 thru 8

Ka'ahumanu Hou Christian PreK thru 12

Kahului Elementary K thru 5

Lihikai Elementary K thru 5

Maui Adventist 1 thru 8

Maui High 9 thru 12

Maui Waena Intermediate 6 thru 8

Pomaika'i Elementary K thru 5

Pu'u Kukui Elementary K thru 5

St. Anthony K thru 12

Waihe'e Elementary K thru 5

Wailuku Elementary K thru 5

LĀNA'I

Lāna'i High and Elementary K thru 12

MOLOKA'I

Aka'ula 5 thru 12

Ho'omana Hou 9 thru 12

Kaunakakai Elementary K thru 6

Kilohana Elementary K thru 6

Kualapu'u Public Charter School PreK thru 6

Maunaloa Elementary K thru 6

Moloka'i High 9 thru 12

Moloka'i Middle 7 thru 8

Total:51**Public: 31****Charter: 2****Private: 17**

EC: Early Childhood Education Program.

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION; HAWAII ASSOCIATION OF INDEPENDENT SCHOOLS.

2.2

BUDGET ALLOCATIONS FOR PUBLIC SCHOOLS MAUI DISTRICT

School	2016-2017	2017-2018	2018-2019	2019-2020
Elementary Schools				
Ha'ikū	518,325	424,361	292,054	386,738
Kahului	1,116,156	694,252	968,234	478,273
Kamali'i	323,408	232,322	136,082	304,832
Kamehameha III	1,054,167	686,120	661,812	656,708
Kaunakakai	292,651	374,597	492,859	711,530
KThei	663,210	631,529	320,229	779,374
Kilohana	173,317	179,279	157,443	219,094
Kula	522,146	284,071	373,543	382,283
Lihikai	970,837	919,870	1,043,587	916,574
Makawao	787,568	608,501	523,489	245,905
Maunaloa	73,887	195,090	188,440	526,969
Nahi'ena'ena	942,564	725,886	740,937	816,756
Pā'ia	305,615	380,576	478,422	415,193
Pomaika'i	394,308	389,881	465,211	353,315
Pukalani	501,738	136,029	242,413	451,771
Pu'u Kukui	478,418	357,617	249,078	365,519
Waihe'e	738,247	406,885	206,171	619,573
Wailuku	620,172	715,160	364,702	513,036
Intermediate Schools				
Īao	811,659	794,503	639,433	620,203
Kalama	774,225	448,498	714,528	591,679
Lahaina	792,977	474,986	717,759	679,353
Lokelani	481,466	264,285	282,027	562,676
Maui Waena	1,204,364	1,063,629	944,743	1,127,515
Moloka'i Middle	473,667	578,988	493,457	630,031
High Schools				
Baldwin	742,158	617,254	286,066	619,467
King Kekaulike	1,093,579	781,906	371,331	674,610
Lahainaluna	1,198,120	752,003	312,662	557,503
Maui	1,710,089	1,210,684	1,656,655	2,003,598
Moloka'i	370,025	484,501	274,351	595,154
Multi-Level Schools				
Hāna High & Elementary	1,060,259	979,225	547,342	1,019,782
Lāna'i High & Elementary	471,843	374,605	325,132	480,511
Total	\$21,661,165	\$17,167,093	\$15,470,192	\$19,305,525

Allocations do not include salaries.

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION.

2.3

PUBLIC SCHOOLS ENROLLMENT BY GRADES MAUI DISTRICT

School	2015	2016	2017	2018	2019
Elementary Schools					
Ha'ikū	483	482	490	452	433
Kahului	954	949	964	989	933
Kamali'i	481	452	482	472	476
Kamehameha III	790	747	720	714	726
Kaunakakai	298	280	275	286	290
Kīthei	801	786	768	690	691
Kilohana	80	82	83	76	71
Kula	433	446	439	451	448
Lihikai	901	872	846	855	846
Makawao	541	536	541	551	523
Maunaloa	60	51	41	38	36
Nahi'ena'ena	720	711	717	744	739
Pā'ia	364	379	404	432	401
Pomaika'i	574	580	593	599	613
Pukalani	405	436	407	392	427
Pu'u Kukui	692	738	778	764	762
Waihe'e	752	740	685	604	581
Wailuku	694	669	686	682	638
Intermediate Schools					
Īao	918	904	953	987	1,004
Kalama	861	883	856	900	953
Lahaina	674	712	724	760	732
Lokelani	594	584	591	551	540
Maui Waena	1,143	1,183	1,176	1,155	1,162
Moloka'i Middle	179	168	199	200	188
High Schools					
Baldwin	1,398	1,361	1,361	1,322	1,304
King Kekaulike	1,043	1,085	1,088	1,097	1,129
Lahainaluna	964	1,007	1,020	992	1,061
Maui	1,906	1,941	1,950	2,017	2,082
Moloka'i	340	335	343	321	322
Multi-Level Schools					
Hāna High & Elementary	337	349	356	348	363
Lāna'i High & Elementary	557	562	569	560	577
Total	20,937	21,010	21,105	21,001	21,051

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION.

2.4

STUDENT PROFILES IN PUBLIC SCHOOLS MAUI DISTRICT, 2018-2019

School	Fall Enrollment	Students Enrolled for Entire Year	Receiving Free or Reduced Cost Lunch	Students in Special Education	Students w/ Limited English Proficiency
Elementary Schools					
Ha'ikū	452	91.3%	52.4%	9.2%	8.1%
Kahului	989	96.3%	52.9%	6.4%	26.4%
Kamali'i	472	93.6%	28.8%	8.8%	7.8%
Kamehameha III	714	94.9%	41.5%	7.9%	19.3%
Kaunakakai	286	95.8%	**	12.5%	3.4%
Kīhei	690	91.5%	54.6%	5.9%	18.9%
Kilohana	76	89.4%	**	13.1%	*
Kula	451	94.4%	44.1%	7.3%	2.4%
Lihikai	855	96.0%	60.1%	5.8%	27.4%
Makawao	551	94.5%	54.2%	7.9%	5.8%
Maunaloa	38	89.4%	**	*	*
Nahi'ena'ena	744	94.8%	50.9%	6.5%	20.1%
Pā'ia	432	97.2%	56.9%	7.8%	*
Pomaika'i	599	97.8%	19.6%	6.1%	2.8%
Pukalani	392	91.5%	50.2%	14.0%	6.1%
Pu'u Kukui	764	96.3%	32.3%	7.7%	6.5%
Waihe'e	604	97.0%	56.9%	5.4%	6.4%
Wailuku	682	91.9%	59.3%	8.9%	19.5%
Intermediate Schools					
Īao	987	96.7%	49.6%	9.1%	5.4%
Kalama	900	93.7%	50.8%	15.1%	1.3%
Lahaina	760	96.7%	50.5%	8.4%	10.5%
Lokelani	551	93.2%	49.3%	10.8%	5.9%
Maui Waena	1,155	95.5%	47.5%	9.1%	11.6%
Moloka'i Middle	200	95.5%	**	17.0%	*
High Schools					
Baldwin	1,322	94.4%	37.1%	10.5%	4.3%
King Kekaulike	1,097	93.2%	40.9%	13.1%	1.3%
Lahainaluna	992	93.5%	34.1%	9.0%	10.5%
Maui	2,017	94.9%	35.2%	9.8%	10.3%
Moloka'i	321	90.9%	**	16.1%	*
Multi-Level Schools					
Hāna High & Elem.	348	96.5%	**	14.3%	*
Lāna'i High & Elem.	560	96.0%	**	14.2%	15.0%
Total	21,001				

* Data not reported to maintain student confidentiality. See the Family Educational Rights and Privacy Act (FERPA).

** School is participating in the Community Eligibility Provision.

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2018-2019.

2.5

ETHNIC PROFILES IN PUBLIC SCHOOLS MAUI DISTRICT, 2018-2019

School	Chinese	Filipino	Hawaiian	Japanese	Portuguese	Hispanic	White	Other ¹
Elementary Schools								
Ha'ikū	0.0%	5.0%	19.6%	2.8%	3.5%	1.9%	54.6%	12.6%
Kahului	0.7%	52.2%	17.5%	3.9%	1.1%	1.5%	3.8%	19.3%
Kamali'i	0.0%	7.2%	8.4%	1.6%	0.8%	4.0%	67.1%	10.9%
Kamehameha III	0.7%	15.8%	10.0%	1.9%	0.5%	13.1%	40.8%	17.2%
Kaunakakai	1.0%	14.3%	73.4%	2.0%	0.6%	0.6%	4.5%	3.6%
KThei	0.1%	30.0%	15.5%	3.0%	1.0%	3.3%	34.2%	12.9%
Kilohana	0.0%	1.3%	81.5%	0.0%	0.0%	0.0%	14.4%	2.8%
Kula	1.1%	3.5%	28.6%	7.7%	4.6%	1.7%	45.2%	7.6%
Lihikai	0.4%	43.2%	20.5%	4.0%	3.1%	2.8%	5.4%	20.6%
Makawao	0.3%	9.0%	25.9%	4.7%	11.0%	3.6%	33.9%	11.6%
Maunaloa	0.0%	2.6%	84.2%	0.0%	0.0%	0.0%	10.5%	2.7%
Nahi'ena'ena	0.0%	50.5%	21.7%	1.3%	0.2%	3.8%	11.0%	11.5%
Pā'ia	0.6%	7.4%	63.1%	2.7%	6.2%	0.4%	12.7%	6.9%
Pomaika'i	1.3%	30.3%	10.5%	15.0%	3.8%	1.5%	28.8%	8.8%
Pukalani	1.7%	14.7%	23.4%	11.9%	7.9%	4.3%	25.0%	11.1%
Pu'u Kukui	1.4%	18.3%	19.7%	16.4%	2.4%	2.0%	24.2%	15.6%
Waihe'e	0.4%	27.3%	42.2%	5.7%	3.9%	0.6%	9.9%	10.0%
Wailuku	1.4%	19.6%	28.7%	7.0%	3.2%	1.7%	13.4%	25.0%
Intermediate Schools								
Ī'ao	1.1%	25.2%	32.9%	10.2%	3.4%	3.3%	8.1%	15.8%
Kalama	0.7%	8.5%	38.7%	5.7%	6.0%	4.2%	28.2%	8.0%
Lahaina	0.3%	35.5%	22.7%	3.5%	0.1%	11.4%	16.8%	9.7%
Lokelani	1.0%	28.3%	15.4%	2.3%	1.4%	10.7%	29.2%	11.7%
Maui Waena	0.6%	48.9%	15.5%	8.4%	2.2%	3.8%	4.2%	16.4%
Moloka'i Middle	0.5%	9.0%	81.5%	3.5%	0.0%	0.0%	3.5%	2.0%
High Schools								
Baldwin	2.5%	26.0%	34.3%	8.6%	3.2%	2.8%	10.7%	11.9%
King Kekaulike	1.9%	9.4%	32.4%	6.6%	3.7%	5.0%	33.1%	7.9%
Lahainaluna	1.2%	35.9%	21.4%	3.0%	0.5%	12.0%	17.0%	9.0%
Maui	0.9%	48.2%	15.7%	5.2%	0.7%	4.7%	12.8%	11.8%
Molokai	0.0%	11.8%	80.6%	0.9%	0.0%	0.0%	3.4%	3.3%
Multi-Level Schools								
Hāna High & Elem.	0.0%	0.8%	77.5%	1.1%	0.0%	0.2%	15.5%	4.9%
Lāna'i High & Elem.	0.5%	53.5%	16.4%	2.6%	0.8%	2.6%	9.8%	13.8%

1. Other includes Native American, Black, Korean, Samoan, Indo-Chinese, Micronesian, Tongan and Others.

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2018-2019.

2.6

**COMMUNITY PROFILES IN PUBLIC SCHOOLS
MAUI DISTRICT, 2018-2019**

School Community	Population	% of Population Aged 5-19	Median Age	Number of Family Households	Median Household Income
State of Hawaii	1,360,301	18.4%	38.6	313,907	\$66,420
Baldwin Complex	29,861	20.3%	38.2	6,740	\$83,311
King Kekaulike Complex	38,220	18.6%	41.0	9,388	\$68,744
Lahainaluna Complex	22,157	17.2%	38.9	4,767	\$74,490
Maui Complex	51,920	18.2%	39.6	11,562	\$75,378
Hāna Complex	2,285	19.1%	40.1	483	\$69,777
Lānaʻi Complex	3,136	19.8%	38.6	788	\$56,264
Molokaʻi Complex	7,258	21.4%	40.2	1,765	\$49,391

Note: All figures based on 2010 Census.

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2018-2019.

2.7

COMMUNITY EDUCATION ATTAINMENT LEVEL IN PUBLIC SCHOOLS, MAUI DISTRICT

School Community	College Graduate	Some College	High School	Less than High School Graduate
State of Hawai'i	29.4%	31.4%	29.0%	10.2%
Baldwin Complex	22.3%	31.5%	35.2%	10.8%
King Kekaulike Complex	30.7%	34.5%	26.7%	7.9%
Lahainaluna Complex	23.0%	31.2%	32.0%	13.5%
Maui Complex	25.8%	30.8%	30.9%	12.3%
Hāna Complex	20.6%	29.3%	39.8%	10.1%
Lāna'i Complex	20.4%	25.8%	35.2%	18.4%
Moloka'i Complex	22.0%	27.6%	37.1%	13.1%

Note: All figures based on 2010 Census.

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2018-2019.

2.8

SCHOOL COMPLETION IN PUBLIC SCHOOLS MAUI DISTRICT, 2018-2019

School	Total Completers ¹	Diploma Graduates	Individual Program	School Dropouts ²
High Schools				
Baldwin	98.9%	96.8%	2.0%	11.0%
King Kekaulike	95.0%	93.1%	1.9%	12.7%
Lahainaluna	92.9%	91.9%	1.0%	21.8%
Maui	97.5%	95.7%	1.7%	17.0%
Moloka'i	100.0%	98.3%	1.6%	*
Multi-Level Schools				
Hāna High & Elem.	100.0%	95.6%	4.3%	*
Lāna'i High and Elem.	100.0%	100.0%	0.0%	*

1. Completers statistics are based on the number of students in the senior class.

2. Dropout rates are based on the cohort of first time 9th graders who dropped out prior to graduation.

* Data not reported to maintain student confidentiality.

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2018-2019.

2.9

TEACHING STAFF PROFILES IN PUBLIC SCHOOLS MAUI DISTRICT, 2018-2019

School	Teacher Headcount	Teachers With 5 or More Years at this School	Teachers With Advanced Degrees	Average Years Experience	Student Teacher Ratio Regular Instruction	Student Teacher Ratio Special Education
Elementary Schools						
Ha'ikū	29	15	10	12.0	16.4	10.5
Kahului	66	26	21	8.6	18.5	5.3
Kamali'i	33	19	14	11.8	16.5	6.0
Kamehameha III	46	28	20	12.5	17.2	9.5
Kaunakakai	21	16	7	16.8	15.6	7.2
Kīhei	50	28	20	10.1	16.2	5.1
Kilohana	9	4	1	9.4	9.4	5.0
Kula	31	15	11	12.5	18.1	4.1
Lihikai	57	38	14	17.4	17.1	5.5
Makawao	39	26	8	16.0	18.1	4.8
Maunaloa	4	3	3	10.8	10.0	8.0
Nahi'ena'ena	54	26	25	9.7	16.9	4.9
Pā'ia	27	8	3	9.7	18.5	6.8
Pomaika'i	40	20	10	9.8	17.5	4.6
Pukalani	30	8	12	7.4	15.3	6.8
Pu'u Kukui	46	15	18	14.6	19.5	6.5
Waihe'e	45	29	17	13.9	14.6	6.6
Wailuku	50	29	18	14.8	15.1	6.7
Intermediate Schools						
Īao	62	29	20	12.0	16.9	10.0
Kalama	64	32	24	12.4	14.9	11.3
Lahaina	47	20	23	9.0	18.3	9.1
Lokelani	39	17	15	11.6	16.3	6.6
Maui Waena	71	39	22	14.1	17.7	9.6
Moloka'i Middle	14	7	3	14.3	14.4	17.0
High Schools						
Baldwin	85	43	39	13.0	17.3	9.2
King Kekaulike	73	41	42	12.6	16.7	9.0
Lahainaluna	61	38	17	12.1	18.4	9.0
Maui	121	68	54	12.6	18.0	10.4
Moloka'i	25	18	12	15.3	13.4	10.4
Multi-Level Schools						
Hāna High & Elem.	29	19	12	12.4	13.8	8.3
Lāna'i High & Elem.	41	22	12	11.2	15.4	8.8
Total	1,409	746	527			

SOURCE: HAWAII'S STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2018-2019.

2.10

SUBJECT PROFICIENCIES IN PUBLIC SCHOOLS MAUI DISTRICT, 2018-2019

School	Grade	% Proficient Reading	% Proficient Math	% Proficient Science ¹
Elementary Schools				
Ha'ikū	4	63%	48%	65%
Kahului	4	47%	45%	47%
Kamali'i	4	67%	62%	85%
Kamehameha III	4	70%	53%	56%
Kaunakakai	4	50%	22%	33%
Kīhei	4	42%	36%	39%
Kilohana	4	NA	NA	NA
Kula	4	53%	49%	69%
Lihikai	4	61%	54%	42%
Makawao	4	47%	43%	46%
Maunaloa	4	NA	NA	NA
Nahi'ena'ena	4	40%	30%	50%
Pā'ia	4	59%	27%	66%
Pomaika'i	4	66%	55%	65%
Pukalani	4	59%	54%	80%
Pu'u Kukui	4	56%	51%	53%
Waihe'e	4	42%	44%	49%
Wailuku	4	28%	35%	40%
State Average	4	51%	48%	56%
Intermediate Schools				
Ī'ao	8	52%	33%	23%
Kalama	8	40%	39%	51%
Lahaina	8	36%	25%	35%
Lokelani	8	61%	47%	61%
Maui Waena	8	49%	36%	50%
Moloka'i Middle	8	36%	19%	17%
State Average	8	51%	38%	41%
High Schools				
Baldwin	11	48%	20%	20%
King Kekaulike	11	66%	28%	48%
Lahainaluna	11	40%	17%	21%
Maui	11	60%	28%	34%
Moloka'i	11	38%	16%	12%
State Average	11	59%	30%	35%
Multi-Level Schools				
Hāna High & Elem.	11	40%	5%	11%
Lāna'i High & Elem.	11	64%	3%	NA
State Average	11	59%	30%	35%

1. The HCPS Science assessment is given in grades 4 and 8. High School HCPS Science assessment results are from an end-of-course exam given to high school students enrolled in Biology 1.

NA: Not available

SOURCE: HAWAII STATE DEPARTMENT OF EDUCATION, ACCOUNTABILITY RESOURCE CENTER (ARCH), SCHOOL STATUS AND IMPROVEMENT REPORTS, SCHOOL YEAR 2018-2019.

**PRIVATE SCHOOLS CHARACTERISTICS
MAUI COUNTY, 2017-2018**

School	Classroom Teachers (FTE)	Student Teacher Ratio	American				White	Native Hawaiian/Pacific Islander	Two or more races
			Indian/Alaskan	Asian	Black	Hispanic			
Aka'ula	3.6	5.6	14	2	0	4	0	0	
Carden Academy of Maui	12.1	11.7	1	19	1	78	6	35	
Doris Todd Christian Academy	13.8	10.8	4	11	0	73	37	19	
Emmanuel Lutheran	8.8	15.5	0	22	1	46	5	39	
Haleakala Waldorf	28.8	8.9	0	0	0	253	0	0	
Ho'omana Hou	0.9	5.6	0	1	0	1	3	0	
Kamehameha Schools Maui	82.0	12.9	0	0	0	0	1,057	0	
Mana'o'io Baptist Academy	1.0	8.0	0	3	0	4	0	0	
Maui Adventist	2.0	10.5	0	7	0	2	4	3	
Maui Preparatory Academy	32.1	6.3	0	20	1	141	34	0	
Montessori Hale O Keiki	9.8	4.6	0	0	0	28	10	6	
Montessori School of Maui	21.0	9.4	0	25	0	115	34	24	
Roots School	4.3	9.3	0	3	0	27	3	6	
Sacred Hearts	11.5	15.6	1	35	2	120	7	6	
Seabury Hall	49.8	9.1	2	48	1	267	47	83	
St. Anthony	20.0	13.6	0	69	0	109	83	4	

SOURCE: NATIONAL CENTER FOR EDUCATIONAL STATISTICS (NCES).

2.12

**PRIVATE SCHOOLS TUITION
MAUI COUNTY**

School	Tuition Fees \$
Aka'ula	10,000
Carden Academy of Maui	11,100 - 14,100
Doris Todd Christian Academy	7,148 - 7,571
Emmanuel Lutheran	6,800 - 7,830
Haleakalā Waldorf	4,500 - 18,600
Ho'omana Hou	5,000
Horizons Academy of Maui	15,000 - 35,000
Ka'ahumanu Hou Christian	4,200 - 5,000
Kamehameha Schools Maui	4,710 - 5,794
Maui Adventist	6,700
Maui Preparatory Academy	7,450 - 18,958
Montessori School of Maui	14,495 - 16,859
Roots School	8,850
Sacred Hearts	7,300 - 8,450
Seabury Hall	21,300
St. Anthony	7,000 - 14,200

SOURCE: PRIVATE SCHOOLS, HONOLULU MAGAZINE AND HAWAII ASSOCIATION OF INDEPENDENT SCHOOLS (HAIS) 2020 HAWAII PRIVATE SCHOOL GUIDE.

**PRIVATE SCHOOLS ENROLLMENT BY GRADES
MAUI COUNTY, 2018-2019**

School	EC*	PreK	K	1st	2nd	3rd	4th	5th	6th	7th	8th	9th	10th	11th	12th	Total
Carden Academy of Maui	0	12	16	14	16	17	18	18	18	18	11	0	0	0	0	158
Doris Todd Christian Academy	0	32	18	11	16	12	12	18	18	15	17	7	2	0	6	184
Emmanuel Lutheran	0	0	22	19	20	11	15	12	16	14	5	0	0	0	0	134
Haleakalā Waldorf	23	11	41	17	20	18	24	21	27	17	23	16	10	6	13	287
Ka'ahumanu Hou Christian	0	60	8	5	4	0	4	2	4	6	3	3	4	6	3	112
Kamehameha Schools Maui	0	0	40	40	40	48	48	48	110	108	108	140	120	120	120	1,090
Maui Adventist	0	0	1	1	1	2	3	1	3	3	1	0	0	0	0	16
Maui Preparatory Academy	0	39	9	14	11	11	15	16	17	11	15	17	22	20	12	229
Montessori Hale O Keiki	0	24	6	4	6	6	6	3	3	2	6	0	0	0	0	66
Montessori School of Maui	12	79	37	34	27	22	26	15	12	12	5	0	0	0	0	281
Roots School	0	18	10	10	8	7	3	5	8	4	1		0	0	0	74
Sacred Hearts	0	39	21	17	23	13	15	23	22	24	17	0	0	0	0	214
Seabury Hall	0	0	0	0	0	0	0	0	49	49	48	82	77	76	72	453
St. Anthony	0	0	40	40	40	20	20	20	35	32	22	27	16	12	25	349
Total	32	383	241	211	206	199	221	205	339	310	280	277	271	249	263	3,687

* Early Childhood Education Program.

SOURCE: HAWAII ASSOCIATION OF INDEPENDENT SCHOOLS, PRIVATE SCHOOL ENROLLMENT REPORT 2018-2019.

2.14

**LIBRARY HOLDINGS AND CIRCULATION
HAWAI‘I STATE PUBLIC LIBRARY SYSTEM
MAUI COUNTY**

As of June 30	2015	2016	2017	2018
Library Locations ¹	8	8	8	8
Personnel	45	46	47	47
Circulation, year ending June 30	607,218	590,069	583,622	568,507
Collections				
Books	383,446	344,539	337,953	332,750
Periodical Subscriptions	684	237	697	720
DVDs and Videotapes	25,540	26,874	27,787	27,846
Sound Recordings	18,231	16,435	16,473	16,359

1. Includes libraries on Lāna‘i (one location), Maui (six locations), and Moloka‘i (one location).

SOURCE: HAWAI‘I STATE PUBLIC LIBRARY SYSTEM, OFFICE OF THE STATE LIBRARIAN.

2.15

**LIBRARY HOLDINGS AND CIRCULATION
UNIVERSITY OF HAWAI‘I MAUI COLLEGE**

Year	Number of volumes June 30¹	Circulation Year ended June 30	Number of electronic titles²	Number of electronic full-text items retrieved
2008	61,853	21,477	108,554	29,301
2009	63,967	7,865	69,280	16,291
2010	64,402	38,908	69,237	40,539
2011	65,291	42,783	93,709	126,191
2012	65,291	20,920	112,030	159,327
2013	64,361	21,548	120,356	NA
2014	69,344	19,833	140,987	196,965
2015	62,592	12,913	25	17,008
2016	55,857	*9,466	25	*156,860
2017	55,320	7,216	50	125,449
2018	43,726	8,526	41	99,805

1. Includes holdings on Moloka‘i, Lāna‘i, and Hāna.

2. Electronic titles include books, journals, databases. Since 2015, titles purchased by the library outside of consortium purchases. NA: Not available * Revised data

SOURCE: UNIVERSITY OF HAWAI‘I AT MĀNOA, UNIVERSITY LIBRARIES.

2.16

DEGREES AND CERTIFICATES EARNED UNIVERSITY OF HAWAI‘I MAUI COLLEGE

Fiscal years (July 1 to June 30)

	2015	2016	2017	2018	2019
Total	575	594	668	638	701
General	256	288	307	315	315
Hawaiian Studies (Associate)	12	11	13	11	12
Liberal Arts (Associate)	243	277	291	298	297
Natural Sciences (Associate of Science)	1	0	3	6	6
Career & Technical Education	319	306	361	323	386
Business Education	78	66	67	92	104
Certificate of Achievement	16	19	23	25	45
Associate of Applied Science	57	45	37	53	51
Bachelor of Applied Science	5	2	7	14	8
Food Services	44	49	62	40	57
Certificate of Achievement	8	21	28	20	28
Associate of Applied Science	36	28	34	20	29
Health Services	106	73	83	78	104
Certificate of Achievement	50	25	37	39	49
Associate of Science	56	48	46	39	55
Humanities	0	0	0	0	3
Associate of Science	0	0	0	0	3
Public Services	39	50	46	34	43
Certificate of Achievement	15	17	19	14	20
Associate of Science	16	21	20	14	14
Associate of Applied Science	8	12	7	6	9
Technology	52	68	103	79	75
Certificate of Achievement	16	14	49	36	31
Associate of Science	11	12	10	8	6
Associate of Applied Science	19	25	34	27	27
Associate in Technical Studies	4	2	1	0	0
Bachelor of Applied Science	2	15	9	8	11

SOURCE: UNIVERSITY OF HAWAI‘I, INSTITUTIONAL RESEARCH AND ANALYSIS OFFICE, DEGREES AND CERTIFICATES EARNED.

2.17

HIGH SCHOOL GRADUATES ENTERING THE UNIVERSITY OF HAWAII SYSTEM, FALL 2019

Maui County	Total Graduates	UH System	Mānoa	Hilo	West O'ahu	Maui College	Other Campuses
Public Schools	1,217	369	23	11	0	312	23
Baldwin	284	75	5	5	0	62	3
Hāna	23	3	0	0	0	3	0
Kīhei Charter School	44	9	2	0	0	7	0
King Kekaulike	193	62	5	3	0	50	4
Lahainaluna	185	58	3	2	0	51	2
Lāna'i	35	8	1	0	0	2	5
Maui	391	130	6	1	0	119	4
Moloka'i	62	24	1	0	0	18	5
Private Schools	231	44	12	4	0	24	4
Aka'ula	1	0	0	0	0	0	0
Haleakalā Waldorf	12	5	3	1	0	1	0
Ho'omana Hou	11	0	0	0	0	0	0
Kamehameha Maui	112	27	7	3	0	16	1
Maui Christian Academy	3	2	0	0	0	1	1
Maui Preparatory	9	3	1	0	0	0	2
St. Anthony	11	2	0	0	0	2	0
Seabury Hall	72	5	1	0	0	4	0

SOURCE: UNIVERSITY OF HAWAII, INSTITUTIONAL RESEARCH AND ANALYSIS OFFICE, HIGH SCHOOL BACKGROUND OF FIRST-TIME STUDENTS, FALL 2019.

2.18

ENROLLMENT PROJECTIONS UNIVERSITY OF HAWAII MAUI COLLEGE

	Actual	Projections					
	2019	2020	2021	2022	2023	2024	2025
Total	2,992	2,983	2,969	2,979	2,981	2,981	2,987
Status							
Full-time	1,006	1,003	998	1,002	1,002	1,002	1,004
Part-time	1,986	1,980	1,971	1,977	1,979	1,979	1,983
Degree Type							
Gen. & Pre-Prof. Ed.	1,242	1,222	1,212	1,214	1,214	1,214	1,216
Career & Technical Ed	1,024	1,017	1,012	1,013	1,014	1,014	1,015
Regular Unclassified	142	149	150	150	150	150	150
Specials	427	436	434	441	441	441	444
Home-based at Other UH Campus	157	159	161	161	162	162	162

SOURCE: STATE OF HAWAII, INSTITUTIONAL RESEARCH AND ANALYSIS OFFICE.

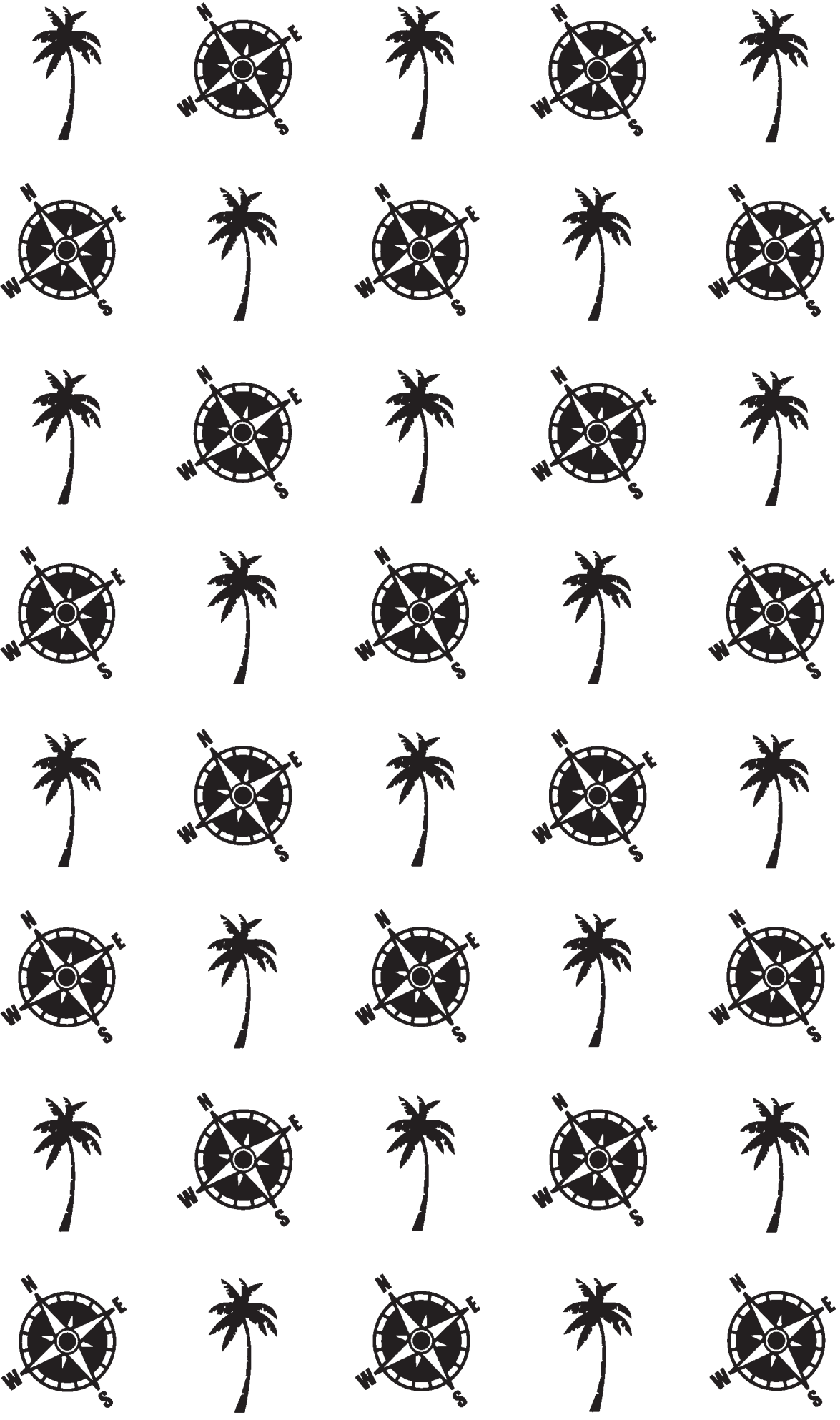
2.19

HISTORICAL ENROLLMENT, FACULTY & STAFF UNIVERSITY OF HAWAI'I MAUI COLLEGE

Fall Semester	Students Enrolled		
	Total	Full-time	Part-time
2004	2,996	1,146	1,850
2005	2,903	1,163	1,740
2006	2,841	1,118	1,723
2007	2,981	1,145	1,836
2008	3,287	1,328	1,959
2009	4,114	1,733	2,381
2010	4,367	1,830	2,537
2011	4,527	1,681	2,846
2012	4,382	1,644	2,738
2013	4,076	1,460	2,616
2014	3,809	1,325	2,484
2015	3,593	1,283	2,310
2016	3,342	1,167	2,175
2017	3,302	1,178	2,124
2018	3,092	999	2,093
2019	2,992	1,006	1,986

	Number of Employees		
	2017	2018	2019
Board of Regents Appointees	322	316	298
Faculty	244	237	219
Professor	12	10	12
Associate Professor	23	22	16
Assistant Professor	22	22	18
Instructor	33	32	27
Lecturer	127	121	109
Other	27	30	37
Support Staff	70	72	72
Executive Staff	8	7	7
Civil Service Staff	57	54	48
Total Employees	379	370	346

SOURCE: UNIVERSITY OF HAWAI'I, INSTITUTIONAL RESEARCH AND ANALYSIS OFFICE.



Geography & Land Use

Section 3

GEOGRAPHY & LAND USE

This section presents statistics on physical geography, water areas, climate, land use, value and ownership. Information on agriculture, forests and parks may be found in other sections of the book.

Maui County consists of four of the major eight islands in the State of Hawai'i: Maui, Moloka'i, Lāna'i and Kaho'olawe. The total land area of Maui County is 1,170.9 square miles with a general coastline of 210 statute miles. The highest peak in the county is on Haleakalā, Maui with its 10,023 foot summit at Pu'u 'ula'ula (Red Hill); the largest stream is Kalialinui-Wai'ale Gulch, Maui, 18 miles; the most extensive lake or similar body, Keālia Pond (Marsh), Maui, 500 acres, and the highest waterfall (in the county and in the state) is Kahiwa, Moloka'i, a 1,750-foot cascade.

The State Land Use Commission currently zones 30,187 acres in Maui County as urban, 311,601 as conservation, 400,641 as agricultural and 8,471 as rural.

The island of Kaho'olawe (28,800 acres) was transferred from the federal government to the State of Hawai'i in May 1994.

Considerable caution is necessary in comparing statistics from different sources on land use and ownership. Variations in definitions and survey dates seriously affect comparability.

Sources important to these tables are the U.S. National Climatic Data Center, and The State of Hawai'i Data Book, published annually by the Department of Business, Economic Development and Tourism.

3.1.1

LAND AND WATER AREA OF COUNTIES AND ISLANDS

County or Island	Square Miles			Acres ¹	
	Total	Land ²	Inland Water ³	Total	Land
State Total	6,468.2	6,422.63	45.6	4,139,667	4,110,483
Counties⁴					
Hawai'i	4,029.4	4,028.42	1.0	2,578,829	2,578,189
Maui	1,170.9	1,161.52	9.4	749,389	743,373
Kalawao	13.0	11.99	1.0	8,314	7,674
Honolulu ⁵	624.9	600.74	24.2	399,962	384,474
Kaua'i ⁵	630.0	619.96	10.0	403,174	396,774
Islands⁴					
Hawai'i	4,029.4	4,028.42	1.0	2,578,829	2,578,189
Maui	777.9	771.99	5.9	497,850	494,074
Molokini ⁶	0.0	0.04	0.0	23	23
Kaho'olawe	45.5	44.60	0.9	29,120	28,544
Lāna'i	141.9	141.07	0.8	90,797	90,285
Moloka'i	263.3	260.46	2.8	168,486	166,694
O'ahu	621.6	597.64	24.0	397,850	382,490
Kaua'i	561.2	552.35	8.8	359,136	353,504
Ni'ihau	68.7	67.60	1.1	43,968	43,264
Lehua	0.4	0.44	0.0	284	284
Ka'ula	0.2	0.25	0.0	158	158

1. Areas in acres were calculated directly from the figures shown for square miles; these equivalents were independently rounded, and hence may not add exactly to the indicated totals and subtotals. One square mile = 640 acres.

2. Dry land and land temporarily or partially covered by water, as marshland, swamps, etc. streams and canals under one-eighth statute mile wide; and lakes, reservoirs, and ponds under 40 acres of area.

3. Permanent inland water surface, such as lakes, reservoirs, and ponds having 40 acres or more of area; streams, sloughs, estuaries, and canals one-eighth statute mile or more in width; deeply indented embayments and sounds, and other coastal waters behind or sheltered by headlands or islands separated by less than 1 nautical mile of water and islands having less than 40 acres of area.

4. Because of rounding, island figures may not add to county figures.

5. Reflect inclusion of Ka'ula in the County of Kaua'i rather than in the City and County of Honolulu (Act 245, S.L.H. 1988, approved June 9, 1988).

6. Molokini, offshore of Maui, not measured; other sources give the area of Molokini as 0.036 square miles.

SOURCE: U.S. CENSUS BUREAU, 2010 CENSUS REDISTRICTING DATA (P.L. 94-171) SUMMARY FILE (FEBRUARY 2011), AND CALCULATIONS BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM, OFFICE OF PLANNING, STATE OF HAWAII DATA BOOK 2015 AND THE HAWAII STATE DATA CENTER, AND UNPUBLISHED RECORDS.

3.1.2

GENERAL COASTLINE AND TIDAL SHORELINE BY COUNTY AND ISLAND

	General Coastline ¹		Tidal Shoreline ²	
	Statute Miles	Kilometers ³	Statute Miles	Kilometers ³
State Total	750	1,207	1,052	1,693
Counties				
Hawai'i	266	428	313	504
Maui and Kalawao	210	338	343	552
Honolulu	137	220	234	377
Kaua'i	137	220	162	261
Islands⁴				
Hawai'i	266	428	313	504
Maui	120	193	149	240
Kaho'olawe	29	47	36	58
Lāna'i	47	76	52	84
Moloka'i	88	142	106	171
O'ahu	112	180	209	336
Kaua'i	90	145	110	177
Ni'ihau	45	72	50	80
Ka'ula	2	3	2	3
Northwestern Hawaiian Islands⁵				
Nihoa	3	5	3	5
Necker Island	2	3	2	3
French Frigate Shoals	6	10	6	10
Laysan Island	6	10	6	10
Lisianski Island	3	5	3	5
Kure Atoll	5	8	5	8

1. Figures are lengths of general outline of seacoast. Data for the four islands of Maui County are not consistent with the reported county total.

2. Shoreline of outer coast, offshore islands, bays, rivers, and creeks is included to the head of tidewater or to a point where tidal waters narrow to a width of 100 feet.

3. Derived from data expressed in statute miles; independently rounded and accordingly may not add exactly to indicated totals and subtotals. 1 mi. = 1.609 km.

4. Data are not available for five minor islands: Molokini, Lehua, Gardner Pinnacles, Maro Reef, and Pearl and Hermes Atoll.

5. Excludes the Midway Islands, which are part of the Hawaiian Archipelago but not legally part of the State of Hawai'i. Midway has a general coastline of 20 miles and a tidal shoreline of 33 miles.

SOURCE: U.S. DEPARTMENT OF COMMERCE, NATIONAL OCEAN SURVEY, THE COASTLINE OF THE UNITED STATES (1975).

3.1.3

MAJOR NAMED WATERFALLS MAUI COUNTY

Waterfall	Cascade Height (feet)	Horizontal Distance (feet)	Average Discharge (million gal/day)
Maui			
Honokōhau	1,120	500	26.6
Waihi'umalu	400	150	NA
Waimoku	40	50	37.1
Moloka'i			
Kahiwa	1,750	1,000	NA
Pāpalaua	1,200	500	NA
Wailele	500	150	NA
Hāloku	500	200	NA
Hīpuapua	500	300	NA
'Olo'upena	300	150	NA
Moa'ula	250	200	19.7

Note: Includes the largest named waterfalls in each island, either in height or average discharge; all other named falls 250 feet high or over; and well-known small falls. Many unnamed falls have sheer drops of 200 feet or more.

NA: Not available

SOURCE: U.S. GEOLOGICAL SURVEY, RECORDS; HAWAI'I STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF WATER AND LAND DEVELOPMENT, RECORDS, AND HAWAI'I STATE DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT, HAWAI'I, THE NATURAL ENVIRONMENT(1974), P.18.

3.1.4

ELEVATIONS OF MAJOR SUMMITS

Elevation of the highest point on each island and other important peaks

Island and Summit	Feet	Meters	
Hawai'i	Mauna Ke'a ¹	13,796	4,205
	Mauna Loa ²	13,679	4,169
	Hualālai	8,271	2,521
	Ka'unu o Kaleihoohe	5,480	1,670
	Kīlauea (Uwēkahuna)	4,093	1,248
	Kīlauea (Halema'uma'u Rim)	3,660	1,116
Kaho'olawe	Pu'u 'O Moa'ula Nui	1,483	452
	Pu'u Moa'ula Iki	1,434	437
Maui	Haleakalā (Red Hill)	10,023	3,055
	Haleakalā (Ka'upō Gap)	8,201	2,500
	Pu'u Kukui	5,788	1,764
	'Īao Needle	2,250	686
Lāna'i	Lāna'ihale	3,366	1,026
Moloka'i	Kamakou	4,961	1,512
	Oloku'i	4,606	1,404
	Ka'unuohua	4,535	1,382
	Kalaupapa Lookout	1,600	488
	Mauna Loa (Kukui)	1,430	436
O'ahu	Ka'ala	4,003	1,220
	Pu'u Kalena	3,504	1,068
	Kōnahuanui	3,150	960
	Tantalus	2,013	614
	Olomana	1,643	501
	Koko Crater (Kohēlepelepe)	1,208	368
	Nu'uuanu Pali Lookout	1,186	361
	Diamond Head	760	232
	Koko Head	642	196
Punchbowl	500	152	

CONTINUES ON THE NEXT PAGE

3.1.4

CONTINUED

Island and Summit		Feet	Meters
Kaua'i	Kawaikini	5,243	1,598
	Wai'ale'ale	5,148	1,569
	NāmoloKama Mountain	4,421	1,348
	Kalalau Lookout	4,120	1,256
	Hā'upu	2,297	700
	Sleeping Giant (Nounou)	1,241	378
Ni'ihau	Paniau	1,250	381
Lehua		699	213
Ka'ula		548	167
Nihoa	Millers Peak	903	275
Necker Island	Summit Hill	276	84
French Frigate Shoal	La Perouse Pinnacles	120	37
Gardner Pinnacles		190	58
Maro Reef		Awash	Awash
Laysan Island		40	12
Lisianski Island		40	12
Pearl and Hermes Atoll		10	3
Midway Islands		12	4
Kure Atoll		20	6

1. According to the 1995 Guinness Book of Records (p. 147), "The world's tallest mountain measured from its submarine base (3,280 fathoms) in the Hawaiian Trough to its peak is Mauna Kea... with a combined height of 33,480 ft., of which 13,796 ft. are above sea level."

2. Guinness (p. 142-143) describes Mauna Loa as having "dimensions, but not height, [which] exceed those of Mt. Everest... The axes of its elliptical base, 16,322 ft. below sea level, have been estimated at 74 miles and 53 miles."

SOURCE: HAWAII STATE DEPARTMENT OF ACCOUNTING AND GENERAL SERVICES, SURVEY DIVISION, DATA PROVIDED APRIL 21, 1992; U.S. NATIONAL CARTOGRAPHIC INFORMATION CENTER, DATA PROVIDED OCTOBER 11, 1978; U.S. GEOLOGICAL SURVEY TOPOGRAPHIC MAPS, 1981-1984; HAWAIIAN GOVERNMENT SURVEY (FOR NIHOA AND MOLOKINI); U.S.S. Tanager Survey, 1923 (FOR NECKER ISLAND, FRENCH FRIGATE SHOALS, LAYSAN, LISIANSKI, PEARL, HERMES ATOLL AND KURE ATOLL).

3.1.5

MISCELLANEOUS GEOGRAPHIC STATISTICS BY ISLAND

	State	Hawai'i	Maui	Kaho'olawe	Lāna'i	Moloka'i	O'ahu	Kaua'i	Ni'ihau
Extreme Length (miles)	NA	93.0	48.0	11.0	18.0	38.0	44.0	33.0	8.0
Extreme Width (miles)	NA	76.0	26.0	6.0	13.0	10.0	30.0	25.0	6.0
Miles of Sea Cliffs with Heights of 1,000 Feet or More ¹	33.0	4.0	-	-	1.0	14.0	-	11.0	3.0
Miles from Coast of Most Remote Point	28.5	28.5	10.6	2.4	5.2	3.9	10.6	10.8	2.4
Percent of Area Within 5 Miles of Coast	48.6	30.0	76.1	100.0	100.0	100.0	79.0	65.0	100.0
Percent of Area with Elevation of Less than 500 Feet	20.8	12.0	24.9	38.9	24.8	37.3	45.3	35.6	78.2
Percent of Area with Elevation of 2,000 Feet or More	50.9	68.4	41.4	0.0	6.3	17.8	4.6	24.0	0.0
Approximate Mean Altitude (feet)	3,030.0	3,950.0	2,390.0	600.0	1,140.0	1,150.0	860.0	1380.0	530.0
Percent of Area with Slope Less than 10%	63.5	76.0	38.5	60.0	61.0	53.0	42.5	33.5	68.0
Percent of Area with Slope 20% or more	17.0	4.0	36.0	9.0	16.0	26.0	45.5	50.5	12.5

1. According to Lee S. Motteier, Geography and Map Division, Bernice P. Bishop Museum, the sea cliffs along the northeastern coast of Moloka'i between Umilehi Point and Pu'uka'ōkū Point drop 3,250 feet at an average slope of 58 degrees. These cliffs have been described by The Guinness Book of World Records (1995 edition, p. 154) as "the highest sea cliffs in the world."

NA: Not applicable.

SOURCE: HAWAII STATE DEPARTMENT OF PLANNING AND ECONOMIC DEVELOPMENT, HAWAII, THE NATURAL ENVIRONMENT (1974), P. 19; AND U.S. GEOLOGICAL SURVEY, ELEVATIONS AND DISTANCES IN THE UNITED STATES (1978), P. 4-5.

3.1.6

**TEMPERATURE AND PRECIPITATION
AVERAGES AND EXTREMES, MAUI COUNTY**

TEMPERATURE	Station	Elevation (feet)	Annual Average		Warmest Month		Coollest Month		Record High		Record Low		
			High	Low	High	Low	High	Low	°F	Date	°F	Date	
	Haleakalā Ranger Station	6,962	57.5	51.0	66.2	48.8	59.6	42.3	80	10/06/73	27	02/26/65	
	Hāna Airport	75	77.2	71.0	82.9	71.6	77.7	64.4	94	11/03/79	50	02/19/58	
	Kahului Airport	51	79.7	71.8	88.0	71.4	80.7	63.0	97	09/16/19	48	01/20/69	
	Kailua (NE Maui, Inland)	700	72.2	65.9	77.9	65.9	72.7	59.2	90	08/30/47	44	03/16/09	
	Kapalua Airport	240	78.9	72.0	85.7	72.0	78.2	65.8	98	04/20/05	57	02/10/19	
	Kula Hospital	3,030	66.5	59.9	75.2	57.8	68.1	51.7	91	06/19/35	38	01/22/97	
	Molokaʻi Airport	443	78.5	70.2	85.6	71.1	77.6	62.9	94	09/16/19	46	03/04/87	
	Lānaʻi Airport	1,300	75.1	67.8	83.5	66.7	76.0	59.7	93	07/02/04	42	01/10/93	
PRECIPITATION	Station	Annual Avg Inches	Days Precip ≥ 0.01 in.	Wettest Year		Driest Year		Wettest Month		Driest Month		1 Day Record	
				Inches	Year	Inches	Year	Inches	Month	Inches	Month	Inches	Date
	Haleakalā Ranger Station	49.74	140	121.16	1980	17.71	1962	7.65	Mar	1.38	Jun	18.50	01/09/80
	Hāna Airport	79.23	269	126.23	1965	48.36	2001	8.99	Mar	4.31	Jun	19.45	03/30/07
	Kahului Airport	17.83	91	40.63	1989	5.04	2012	3.35	Dec	0.20	Jun	6.40	12/20/17
	Kailua (NE Maui, Inland)	107.89	282	216.65	1914	75.27	1933	11.35	Mar	6.82	Feb	15.20	11/15/65
	Kapalua Airport	29.01	158	48.43	2004	18.92	2000	4.58	Dec	0.91	Sept	8.14	03/24/06
	Kula Hospital	30.76	88	70.72	1968	11.59	1998	3.93	Dec	1.48	Aug	9.01	12/20/55
	Molokaʻi Airport	24.68	111	50.34	2004	7.15	2012	4.29	Dec	0.48	Jun	9.03	02/12/89
	Lānaʻi Airport	15.59	67	47.66	1951	5.28	1999	2.47	Jan	0.44	Jul	10.45	11/10/55

Note: 1981-2010 Climate Normals.

SOURCE: U.S. DEPARTMENT OF COMMERCE, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION, REGIONAL CLIMATE CENTERS, APPLIED CLIMATE INFORMATION SYSTEM (ACIS).

3.1.7

**MONTHLY RAINFALL AND TEMPERATURE AT SPECIFIED LOCATIONS
MAUI COUNTY, 2019**

Rainfall¹	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Annual
Maui													
Ha'ikū	4.46	13.40	3.80	2.68	4.01	1.38	2.98	2.42	2.70	2.56	4.20	5.85	50.44
Haleakalā Ranger Station	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	0.64	5.48	6.12
Hāna Airport	4.16	20.18	4.94	3.47	5.11	3.55	1.12	5.35	2.98	5.16	5.24	5.77	67.03
Kahului Airport	1.92	5.83	0.59	0.31	0.92	0.03	0.15	0.28	0.21	0.21	0.21	2.20	12.86
Kailua (NE Maui)	7.02	23.32	4.13	3.87	1.63	0.15	1.27	2.54	NA	1.47	4.61	0.35	52.32
Kapalua Airport	1.48	9.59	1.57	1.35	1.88	0.47	1.56	1.31	0.62	0.95	1.28	2.55	24.76
Kula Branch Station	2.16	9.77	0.11	1.93	3.59	0.85	0.31	3.48	2.75	0.43	1.55	1.45	28.38
Makena Golf Course	0.85	3.35	0.17	0.00	1.66	0.09	0.16	0.60	2.14	0.00	0.14	1.20	10.61
Pa'akea	10.99	30.01	2.22	10.42	6.48	NA	NA	4.27	NA	2.09	6.06	1.31	84.52
Pukalani	6.33	9.51	4.30	6.31	3.92	1.33	1.23	4.95	2.34	1.89	1.84	5.08	49.03
'Ulupalakua Ranch	1.60	6.46	0.31	1.55	1.72	0.60	2.15	1.54	4.93	0.71	0.35	1.56	24.09
Waihe'e Valley	3.72	15.93	1.92	M	4.29	0.38	0.66	1.51	1.29	1.74	1.02	3.14	35.90
Wailuku	4.94	10.75	1.90	0.46	1.92	0.07	0.10	0.99	0.54	0.45	0.43	3.25	25.80
Moloka'i													
Maunaloa	1.23	7.36	0.81	1.90	2.45	NA	NA	NA	NA	NA	NA	NA	13.78
Moloka'i Airport	1.08	6.14	0.40	0.90	1.02	4.84	0.03	0.12	0.28	0.56	0.66	1.44	17.47
Kaunakakai	0.85	3.32	0.15	1.70	0.49	4.22	0.10	0.00	0.50	0.06	0.50	1.71	13.60

3.1.7

CONTINUED

Temperature ^{1,2}	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Annual
Maui													
Haleakalā Ranger Station	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	53.60	53.20	53.4
Hāna Airport	72.3	69.1	70.1	73.6	75.6	77.5	78.4	78.9	79.4	78.2	76.7	74.6	75.4
Kahului Airport	73.7	72.4	73.7	78.2	78.6	80.9	82.5	81.7	83.0	80.8	78.3	76.5	78.4
Kailua (NE Maui)	67.0	64.6	65.3	69.3	71.6	73.9	74.8	74.3	74.5	74.0	72.1	69.4	70.9
Kapalua Airport	72.8	69.7	71.3	75.3	77.7	80.6	81.6	82.0	82.7	80.8	78.6	75.7	77.4
Kula Branch Station	60.1	59.0	58.9	62.7	63.9	66.3	67.9	68.5	69.0	67.3	66.2	64.1	64.5
Kula Hospital	58.3	57.7	57.2	61.3	63.1	65.8	66.8	67.0	67.4	66.4	64.9	NA	63.3
Makena Golf Course	71.4	69.5	70.3	73.8	74.5	78.5	79.3	79.9	80.5	80.1	77.0	74.9	75.8
Moloka'i													
Moloka'i Airport	71.0	70.7	71.9	75.6	76.9	79.7	81.2	82.3	82.9	81.2	78.2	76.0	77.3

1. Individual months not used for annual or monthly statistics if more than 5 days are missing.

2. Average temperature for the month.

NA: Not available

SOURCE: U.S. DEPARTMENT OF COMMERCE, NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION, REGIONAL CLIMATE CENTERS, APPLIED CLIMATE INFORMATION SYSTEM (ACIS).

3.1.8

ANNUAL RAINFALL AND TEMPERATURE AT SPECIFIED LOCATIONS, MAUI COUNTY

Annual Rainfall, Inches					
	2015	2016	2017	2018	2019
Maui					
Ha'ikū	52.28	56.14	62.50	74.06	50.44
Haleakalā Ranger Station	64.78	58.41	47.64	47.45	6.12
Hāna Airport	71.25	89.81	60.57	103.21	67.03
Kahului Airport	29.26	19.00	26.10	22.12	12.86
Kailua (NE Maui)	113.42	107.94	68.31	94.14	52.32
Kapalua Airport	32.99	30.98	35.36	38.71	24.76
Kula Branch Station	39.86	26.88	31.06	34.66	28.38
Makena Golf Course	6.79	16.72	19.01	20.15	10.61
Pa'akea	178.33	186.39	114.23	158.82	84.52
Pukalani	33.21	41.98	38.77	37.66	49.03
'Ulupalakua Ranch	42.76	29.71	40.90	37.58	24.10
Waihe'e Valley	63.72	62.42	58.23	63.13	35.90
Wailuku	36.03	24.01	41.97	47.26	25.80
Moloka'i					
Maunaloa	27.01	25.25	22.30	37.37	13.78
Moloka'i Airport	22.52	14.96	18.57	21.12	17.47
Kaunakakai	13.90	9.10	12.55	15.20	13.60
Average Annual Temperature, Fahrenheit					
	2015	2016	2017	2018	2019
Maui					
Haleakalā Ranger Station	55.0	54.7	54.4	55.6	53.4
Hāna Airport	75.4	74.7	74.1	75.1	53.4
Kahului Airport	77.2	77.2	76.7	76.9	78.4
Kailua (NE Maui)	71.0	70.2	69.4	70.4	70.9
Kapalua Airport	76.9	76.4	76.3	76.2	77.4
Kula Branch Station	64.6	64.2	63.8	64.4	64.5
Kula Hospital	63.5	63.3	62.4	63.2	63.3
Makena Golf Course	72.8	76.7	75.5	75.4	75.8
Moloka'i					
Moloka'i Airport	75.2	76.5	76.4	76.5	77.3

SOURCE: U.S. DEPT. OF COMMERCE, NOAA, REGIONAL CLIMATE CENTERS, APPLIED CLIMATE INFORMATION SYSTEM (ACIS).

3.2.1

TRENDS IN REAL PROPERTY TAX BASE MAUI COUNTY

*Gross valuation in thousands
As of mid-April*

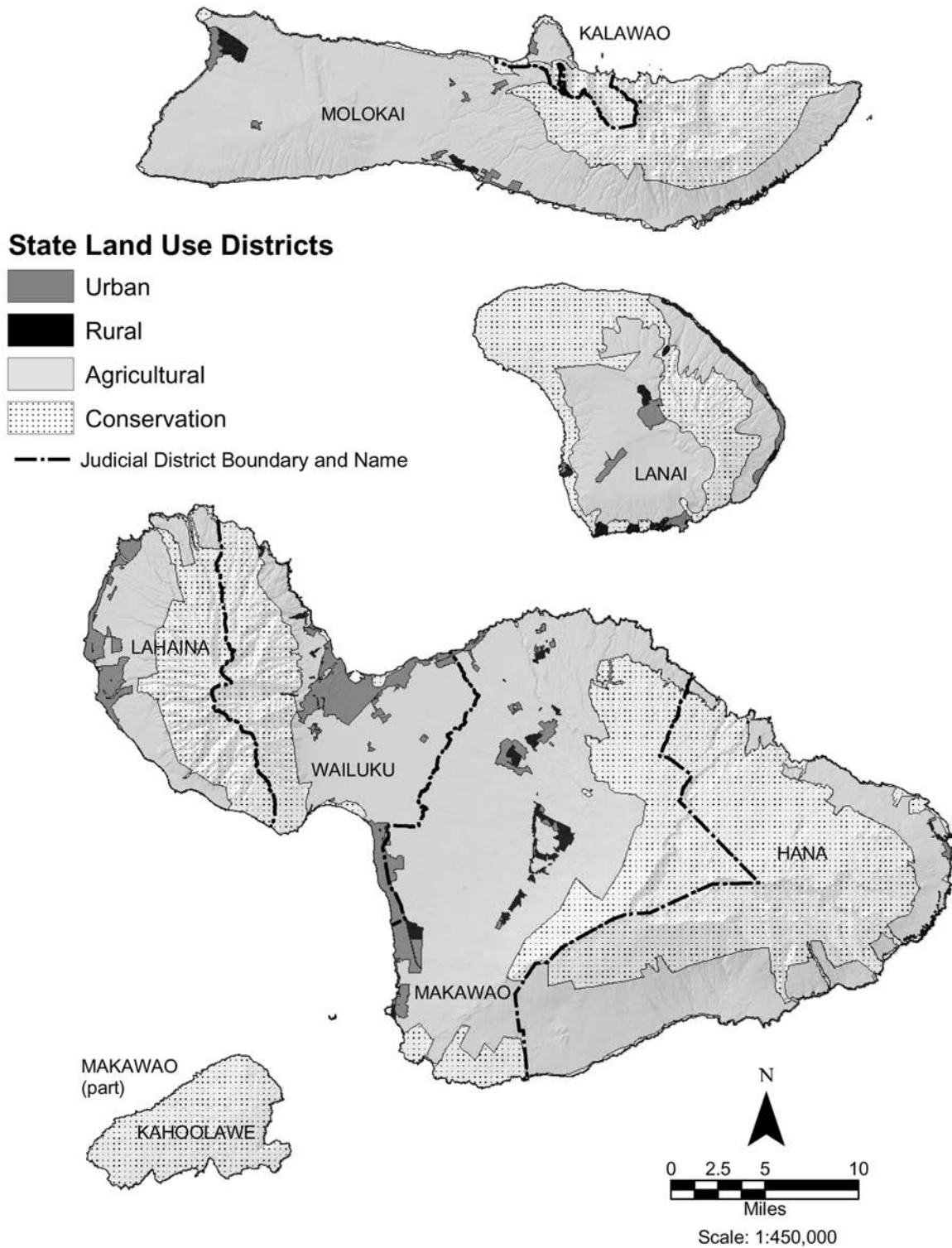
	2014	2015	2016	2017	2018	2019
Residential	6,028,645	6,711,804	7,254,893	7,695,201	8,370,124	8,831,623
Land	3,686,699	4,070,656	4,261,638	4,530,061	4,766,451	5,180,911
Improvement	2,341,946	2,641,148	2,993,255	3,165,140	3,603,673	3,650,712
Apartment	5,234,865	5,946,767	6,277,268	6,587,930	6,702,595	6,664,890
Land	1,726,925	1,848,829	1,895,057	1,984,330	1,953,358	1,989,993
Improvement	3,507,941	4,097,938	4,382,212	4,603,600	4,749,237	4,674,898
Commercial	2,172,533	3,181,514	3,683,412	3,486,977	3,236,145	3,121,765
Land	1,222,050	2,043,733	2,316,865	2,076,444	1,877,155	1,875,642
Improvement	950,483	1,137,781	1,366,546	1,410,533	1,358,990	1,246,124
Industrial	1,628,188	1,869,580	2,352,738	2,217,395	2,337,098	2,321,663
Land	919,840	1,100,212	1,517,727	1,326,758	1,406,003	1,408,017
Improvement	708,349	769,368	835,011	890,637	931,095	913,646
Agricultural	3,515,172	3,762,908	4,000,605	4,126,331	4,577,965	4,572,495
Land	2,151,407	2,241,518	2,256,689	2,271,149	2,582,197	2,656,731
Improvement	1,363,765	1,521,390	1,743,916	1,855,182	1,995,768	1,915,764
Conservation	471,161	490,533	525,273	518,667	525,555	548,800
Land	281,645	285,855	305,577	295,147	307,453	330,202
Improvement	189,516	204,678	219,696	223,520	218,102	218,599
Hotel/Resort	8,884,090	9,378,253	9,769,407	10,037,520	2,343,052	2,994,773
Land	1,783,169	1,858,055	1,835,145	1,740,596	626,233	692,092
Improvement	7,100,922	7,520,198	7,934,261	8,296,924	1,716,819	2,302,681
Homeowner	12,911,672	14,318,802	15,493,779	15,904,774	16,705,051	17,176,686
Land	5,988,415	6,645,531	6,994,332	7,202,954	7,547,994	8,473,920
Improvement	6,923,257	7,673,272	8,499,447	8,701,820	9,157,058	8,702,766
Time Share	1,595,127	1,773,726	1,908,345	1,982,492	2,271,896	2,529,761
Land	191,541	202,790	203,455	203,455	240,604	276,019
Improvement	1,403,586	1,570,936	1,704,890	1,779,037	2,031,292	2,253,743
Commercialized Residential	109,353	120,166	163,441	172,475	198,097	207,502
Land	57,361	58,698	77,084	81,064	90,607	100,243
Improvement	51,992	61,469	86,357	91,411	107,490	107,259
Short Term Rental¹					8,586,805	9,465,574
Land					1,507,468	1,719,716
Improvement					7,079,336	7,745,858
Total	42,550,806	47,554,054	51,429,159	52,729,762	55,854,383	58,435,533

1. New category as of 2018.

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET AND FISCAL SERVICES, REAL PROPERTY ASSESSMENT DIVISION.

3.2.2

LAND USE DISTRICTS, MAUI COUNTY



SOURCE: HAWAII STATE OFFICE OF PLANNING, HAWAII STATEWIDE GIS PROGRAM, APRIL 2013.

3.2.3

ESTIMATED ACREAGE OF LAND USE DISTRICTS BY ISLAND, 2018

Total acreage, including inland water, as classified by the Hawai'i State Land Use Commission under the provisions of Chapter 205, Hawai'i Revised Statutes, as amended; all data are approximate

Island	Classification by State Land Use Commission ²				
	Total Area ¹	Urban	Conservation	Agricultural	Rural
Hawai'i ³	2,573,400	54,161	1,304,347	1,212,870	2,023
Maui	465,800	24,318	194,836	242,448	4,198
Lāna'i	90,500	3,330	38,197	46,566	2,407
Moloka'i	165,800	2,539	49,768	111,627	1,866
Kaho'olawe	28,800	0	28,800	0	0
O'ahu	386,188	101,661	156,829	127,698	0
Kaua'i ⁴	353,900	14,834	198,769	139,044	1,253
Ni'ihau ⁴	45,700	0	0	45,700	0
Ka'ula and Lehua	400	0	400	0	0
Other islands ⁵	1,900	0	1,900	0	0
State Total	4,112,388	200,843	1,973,846	1,925,953	11,747

1. These totals differ somewhat from the official figures based on measurements by the Geography Division of the U.S. Bureau of the Census, cited in Section 5.

2. For definitions, see Hawai'i Revised Statutes, Section 205-2.

3. County records update indicated 5 acres changed from Agricultural to Urban.

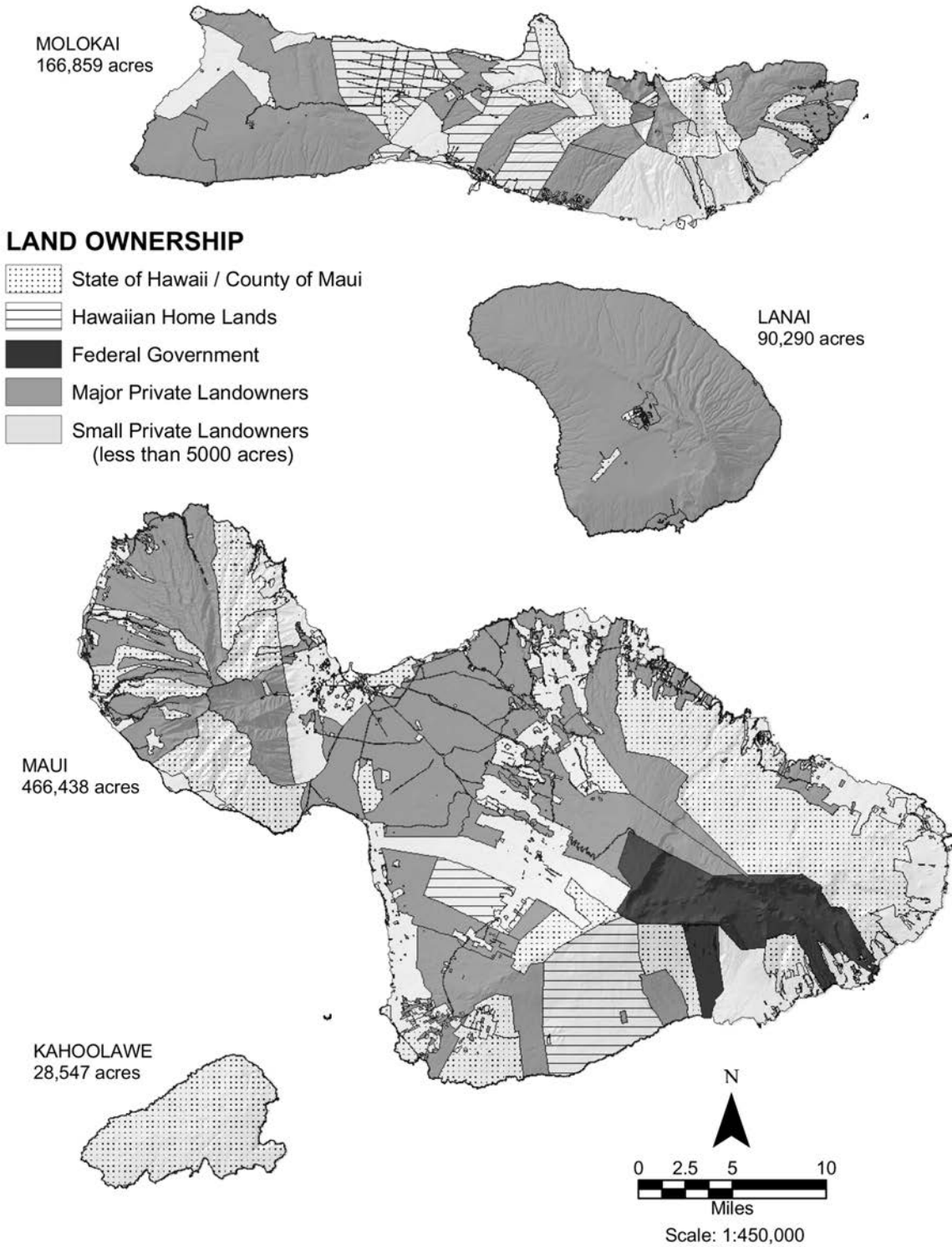
4. May be revised, pending updates of County records.

5. The Northwestern Hawaiian Islands, from Nihoa to Kure Atoll, excluding Midway.

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, LAND USE COMMISSION.

3.2.4

LAND OWNERSHIP, MAUI COUNTY



SOURCE: HAWAII'S STATE OFFICE OF PLANNING, HAWAII'S STATEWIDE GIS PROGRAM, AUGUST 2013.

3.2.5

NUMBER OF LAND RECORDS BY COUNTY

For fiscal year ending June 30

Year	Maui	Hawai'i	Honolulu	Kaua'i	State Total
1995	56,726	129,856	242,285	27,136	456,003
1996	57,665	130,623	246,933	27,916	463,137
1997	58,624	131,981	251,731	28,876	471,212
1998	59,505	132,605	253,886	29,126	475,122
1999	60,490	133,322	255,589	29,336	478,737
2000	61,897	134,308	258,121	29,553	483,879
2001	62,873	135,499	259,456	29,818	487,646
2002	NA	NA	260,662	30,097	NA
2003	60,472	133,321	252,435	28,432	474,660
2004	60,537	134,290	255,029	28,772	478,628
2005	61,273	134,021	258,415	28,936	482,645
2006	62,521	134,885	262,479	29,423	489,308
2007	64,597	136,612	268,441	30,831	500,481
2008	65,938	138,281	271,859	31,822	507,900
2009	67,981	139,167	274,483	32,398	514,029
2010	68,930	139,649	276,582	32,870	518,031
2011	70,365	139,883	277,581	32,993	520,822
2012	71,101	140,008	278,825	34,023	523,957
2013	71,234	140,196	279,754	34,172	525,356
2014	71,515	140,257	281,463	34,124	527,359
2015	71,907	140,336	285,092	33,370	530,705
2016	71,992	140,753	287,115	33,207	533,067
2017	72,421	140,858	289,564	33,503	536,346
2018	73,418	140,370	291,069	35,569	540,426
2019	74,000	140,490	292,664	33,759	540,913

NA: Not available

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET & FISCAL SERVICES, REAL PROPERTY ASSESSMENT DIVISION.

3.2.6

NATIONAL AND STATE HISTORIC PLACES MAUI COUNTY

Island of Maui

'Alae Petroglyphs	Kamaole House Site
Alena Habitation Site	Kauhiale Complex
Asa Baldwin Residence	Kaupō School
Bank of Hawaii- Ha'ikū Branch	Ka'umi'umiua Heiau
Cave of Seven Coffins	Kawaipapa Complex
Chee Kung Tong Society Hall	Kearae School
Crater Historic District (Haleakala National Park)	Keone'ō'io Archaeological District
Frank Baldwin/H.F. Rice Residence	Ket Hing Society Hall
Fred C. Baldwin Memorial Home	Kilolani Congregational Church
Gomes Residence	King Kamehameha III's Royal Residential Complex
H. Perrine Baldwin High School	Kīpahulu Historic District
Haiku Fruit & Packing Co. Manager's House	Kīpapa Archaeological District
Haiku Mill	Kula Sanitorium
Hale Hō'ike'ike (Old Bailey House)	Lahaina Historic District
Hale Pa'i	Lo'alo'a Heiau
Haleki'i-Pihana Heiau	Luala'ilua Cave
Hale o Lono Heiaiau	Luala'ilua Heiau
Hāmoa Complex	Luala'ilua Terrace Complex
Hāna Belt Road	Lucy Kaiewe Searle Residence
Hāna Hongwanji Temple	Ma'alaea General Store
Hāna District Police Station & Courthouse	Makawao Union Church
Hāna Store	Maui Jinsha Mission
Hanamau'uloa Complex	Moku'ula
Hardy House	Molohai Heiau
Holy Ghost Catholic Church	Naniloa Drive Overpass Bridge
Honokalani Village	Pā'ia Mantokuji Soto Mission
Honokowai Petroglyphs	Pā'ia School
'Īao Theater	Papakea Heiau
Ka'ahumanu Church	Papakea Petroglyphs
Kahikinui House	Pi'ilanihale Heiau
Kahului Railroad Station	Pioneer Mill Company Office
Kaiapuni Ko'a	Pu'unēnē School
Kaimupe'elua Heiau	Wahene Platform
Kalepolepo Fishpond	Wai'ale Bridge
Kaluakakalioa Cave	Waihe'e Church
Kaluanui Heiau Complex	Waikapū Stone Church

3.2.6

CONTINUED

Island of Maui (Continued)

Wailuku Civic Center District

Wailuku School

Wānanalua Congregational Church

William K. Kaluakini Residence

Wo Hing Society Hall

Island of Kaho‘olawe

Kaho‘olawe Archaeological District

Island of Lāna‘i

Keāliakapu Complex-Kaunolu Village Site

Pu‘u Pehe Platform

Island of Moloka‘i

Ahahui Kalaniana‘ole

‘Ahina Heiau

Ali‘i Pond

Anahaki Gulch Complex

Ananaluwahine Cave

California Packing Corp.'s Plantation Manager's Res.

Fishing shrine at Keawa Ka Lani

FISHPONDS

Halemahana Fishpond

Honouliwai Fishtrap

Ipukaiole Fishpond

Kahinapōhaku Fishpond

Kainalu Fishpond

Kalua‘aha Fishpond

Kipapa Fishpond

Koloko‘eli Fishpond

Mahilika Fishpond

Mikiawa Fishpond

Pahiomu Fishpond

Panahana Fishpond

Waiakea Fishpond

Weheleau‘ulu Fishpond

Hökūkano ‘Ualapu‘e Complex

‘Ili‘ili‘ōpae Heiau

Kahokukano Heiau

Kalauonākukui Heiau

Kaluakapi‘ioho Heiau

Keawanui Fishpond

Kukui Heiau

Pāku‘i Heiau

Pu‘u‘ōlelo Heiau

‘Ualapu‘e Fishpond

Kaheu Gulch Habitation Site

Kahili Koa

Kalaupapa Leprosy Settlement

Kalua‘aha Church

Kalualohe Complex

Kamaka‘ipo Gulch Habitation Site

Kamaka‘ipo Lowlands Habitation Site

Kamaka‘ipo Point Fishing Shrine

Kape‘elua Complex

Kapukikani Heiau

Kaupikiawa Cave

Kawela archeological sites

Keawakalae Ko‘a

Kilohana School

Luahine Maika (Bowling) Run

Moloka‘i Public Library

Nanahoa Complex

Niho Complex

R. W. Meyer Sugar Mill

Sandalwood Pit

Southwest Moloka‘i Archeological District

St. Joseph Catholic Church

U.S. Coast Guard Moloka‘i Light

SOURCE: HAWAII‘I STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, STATE HISTORIC PRESERVATION DIVISION.

3.2.7

DEPARTMENT OF HAWAIIAN HOME LANDS ACREAGE, LESSEES, AND APPLICANTS BY ISLAND

*The Department of Hawaiian Home Lands administers land set aside for the benefit of qualified Native Hawaiians, who receive homestead leases and financial assistance from the Department
As of June 30, 2018*

	Maui	Lānaʻi	Molokaʻi	Hawaiʻi	Kauaʻi	Oʻahu	State Total
Acreege	74	1	2,126	2,487	470	1,063	6,220
General Leases	2	0	1,763	740	98	262	2,865
Licenses	58	0	355	1,720	329	734	3,195
Right of Entry Permits	14	1	8	27	43	67	160
Homestead Leases	1,406	29	842	2,524	745	4,331	9,877
Residential	1,266	29	395	1,712	698	4,271	8,371
Agricultural	65	0	420	505	46	60	1,096
Pastoral	75	0	27	307	1	0	410
Applications¹	9,182	78	2,097	15,032	4,256	14,596	45,241
Residential	3,849	78	799	5,841	1,678	10,834	23,079
Agricultural	4,709	0	1,098	7,212	2,252	3,762	19,033
Pastoral	624	0	200	1,979	326	0	3,129

NA: Not available

1. The 45,241 applications are held by 28,306 applicants.

SOURCE: HAWAIIʻI STATE DEPARTMENT OF HAWAIIAN HOMELANDS, ANNUAL REPORTS AND RECORDS.

3.2.8

**DISPOSITION OF STATE LANDS
MAUI COUNTY, 2019**

Document Number	Permittee or Grantee Name	Location	Acres	Use	Annual Rent
General Leases & Term Easements					
GL6124	Association of Unit Owners of Hale Kai Condominium	Lahaina	0.067	Seawall / Boat ramp	234,211*
GL6141	Seaview 2004, Inc.	Wailuku	0.051	Seawall / Boat ramp	81,900*
GL6146	7505 Makena Road, LLC	Makawao	0.013	Ecroachment	6,630*
Executive Orders - Set Asides					
EO4590	Hawaii Housing Finance and Development Corporation	Wailuku	5.572	Setting aside land for public purposes (For development of a Mixed-Use Project consisting of Multi-Family Affordable Rental Housing, Office Space / Civic Center, Parking, New Maui Bus Hub and Other Incidental Uses Purposes	
Executive Orders - Cancellations and Withdrawals					
EO4589	Department of Accounting and General Services	Wailuku	5.572	Cancellation of Governor's Executive Order No. 3586 dated 5/20/1993	
Quitclaims of Interest					
LOD29150	County of Maui	Makawao	0.039	Roadway Improvements	Purchase price: 2,155

* One-time payment.

SOURCE: STATE OF HAWAII, DEPARTMENT OF LAND AND NATURAL RESOURCES.

3.2.9

SINGLE FAMILY HOME AND CONDOMINIUM SALES BY AREA, MAUI COUNTY, 2019

Area	# Sales	% Change Last Yr	Average Price	% Change Last Yr	Median Price	% Change Last Yr	Total Volume	% Change Last Yr
Single Family Homes								
Ha'ikū	91	-1%	\$1,000,658	5%	\$813,000	-4%	\$91,059,888	4%
Hāna	9	-55%	\$1,236,042	21%	\$786,677	3%	\$11,124,377	-45%
Kā'anapali	25	-31%	\$2,195,311	4%	\$1,700,000	-8%	\$54,882,772	-28%
Kahakuloa	1	-50%	\$695,000	-21%	\$695,000	-21%	\$695,000	-60%
Kahului	128	-7%	\$679,692	1%	\$665,000	-2%	\$87,000,550	-6%
Kapalua	19	138%	\$2,555,475	-34%	\$2,550,000	-10%	\$48,554,020	57%
Kīhei	169	-2%	\$992,722	-11%	\$795,000	14%	\$167,769,995	-13%
Kula/Ulupalakua/Kanaio	79	11%	\$1,103,708	1%	\$985,000	4%	\$87,192,945	12%
Lahaina	59	11%	\$1,427,729	-17%	\$850,000	0%	\$84,235,999	-8%
Lāna'i	10	-52%	\$550,800	1%	\$455,000	-1%	\$5,508,000	-52%
Mā'alaea	0	-100%	\$0	0%	\$0	0%	\$0	-100%
Makawao/Olinda/Hali'imaile	82	30%	\$841,883	13%	\$682,500	5%	\$69,034,385	47%
Maui Meadows	23	-26%	\$1,405,652	16%	\$1,375,000	4%	\$32,330,000	-14%
Moloka'i	29	-7%	\$413,759	-15%	\$330,000	3%	\$11,999,000	-20%
Nāpili/Kahana/Honokōwai	33	3%	\$1,398,983	40%	\$960,000	4%	\$46,166,430	44%
Olowalu	1	0%	\$2,800,000	106%	\$2,800,000	106%	\$2,800,000	106%
Pukalani	60	46%	\$812,428	4%	\$715,000	2%	\$48,745,650	52%
Spreckelsville/Pā'ia/Ku'au	16	-43%	\$1,891,195	63%	\$1,411,563	78%	\$30,259,125	-7%
Wailea/Mākena	35	3%	\$4,620,866	46%	\$2,500,000	39%	\$161,730,322	50%
Wailuku	248	-6%	\$673,443	2%	\$675,000	2%	\$167,013,889	-5%
Maui Summary	1,117	-2%	\$1,081,560	6%	\$741,355	4%	\$1,208,102,347	4%
Condominiums								
Kā'anapali	168	-3%	\$1,222,214	11%	\$952,500	19%	\$205,331,916	8%
Kahului	33	-8%	\$163,962	4%	\$135,000	8%	\$5,410,750	-5%
Kapalua	61	36%	\$2,033,243	-1%	\$1,050,000	2%	\$124,027,800	34%
Kīhei	643	5%	\$523,712	7%	\$450,000	10%	\$336,746,812	12%
Lahaina	122	40%	\$563,198	-11%	\$559,500	6%	\$68,710,186	24%
Lāna'i	3	-25%	\$691,000	-66%	\$193,000	-88%	\$2,073,000	-75%
Mā'alaea	29	-37%	\$477,052	8%	\$463,000	8%	\$13,834,500	-32%
Moloka'i	16	7%	\$159,353	-3%	\$142,500	-10%	\$2,549,655	4%
Nāpili/Kahana/Honokōwai	263	7%	\$451,957	-7%	\$450,000	3%	\$118,864,679	0%
Pukalani	6	0%	\$630,833	0%	\$620,000	3%	\$3,785,000	0%
Spreckelsville/Pā'ia/Ku'au	3	-25%	\$413,667	12%	\$370,000	-1%	\$1,241,000	-16%
Wailea/Mākena	133	-38%	\$1,427,541	-7%	\$1,199,000	1%	\$189,863,001	-43%
Wailuku	126	-25%	\$422,823	5%	\$415,000	-5%	\$53,275,645	-22%
Maui Summary	1,606	-3%	\$700,943	-3%	\$515,500	3%	\$1,125,713,944	-6%

SOURCE: REALTORS ASSOCIATION OF MAUI, MLS SALE DATA.

3.2.10

LAND SALES BY AREA, MAUI COUNTY, 2019

Area	# Sales	% Change Last Yr	Average Price	% Change Last Yr	Median Price	% Change Last Yr	Total Volume	% Change Last Yr
Ha'ikū	39	-26%	\$473,715	-17%	\$471,000	-2%	\$18,474,875	-39%
Hāna	11	38%	\$637,455	39%	\$610,000	31%	\$7,012,000	91%
Kā'anapali	9	-10%	\$702,500	9%	\$695,000	7%	\$6,322,500	-2%
Kahakuloa	1	0%	\$360,000	0%	\$360,000	0%	\$360,000	0%
Kahului	0	-100%	\$0	0%	\$0	0%	\$0	-100%
Kapalua	2	0%	\$1,575,000	0%	\$1,575,000	0%	\$1,575,000	0%
Kihei	8	-39%	\$772,338	11%	\$693,350	67%	\$6,178,700	-32%
Kula/Ulupalakua/ Kanaio	24	-31%	\$625,729	-4%	\$432,000	-34%	\$15,017,500	-34%
Lahaina	10	-9%	\$1,323,500	0%	\$1,650,000	10%	\$12,311,500	-15%
Makawao/Olinda/ Hali'imaile	10	-9%	\$555,800	-7%	\$455,000	7%	\$5,558,000	-16%
Maui Meadows	2	100%	\$470,500	-35%	\$470,500	-35%	\$941,000	30%
Moloka'i	8	-58%	\$160,429	-26%	\$148,000	-22%	\$1,233,000	-70%
Nāpili/Kahana/ Honokōwai	0	0%	\$0	0%	\$0	0%	\$0	0%
Olowalu	2	100%	\$500,000	-13%	\$500,000	-13%	\$1,000,000	74%
Pukalani	7	40%	\$462,071	21%	\$387,000	3%	\$3,234,500	69%
Spreckelsville/ Pā'ia/Ku'au	1	0%	\$1,600,000	-45%	\$1,600,000	-45%	\$1,600,000	-45%
Wailea/Mākena	19	217%	\$3,593,237	-32%	\$1,298,000	-77%	\$68,271,500	115%
Wailuku	22	16%	\$493,159	30%	\$500,000	59%	\$10,356,330	44%
Maui Summary	176	-11%	\$929,401	24%	\$500,000	4%	\$161,296,405	9%

NA: Not available.

SOURCE: REALTORS ASSOCIATION OF MAUI, MLS SALE DATA.

3.2.11

FOREST AND NATURAL AREA ACREAGE BY ISLAND

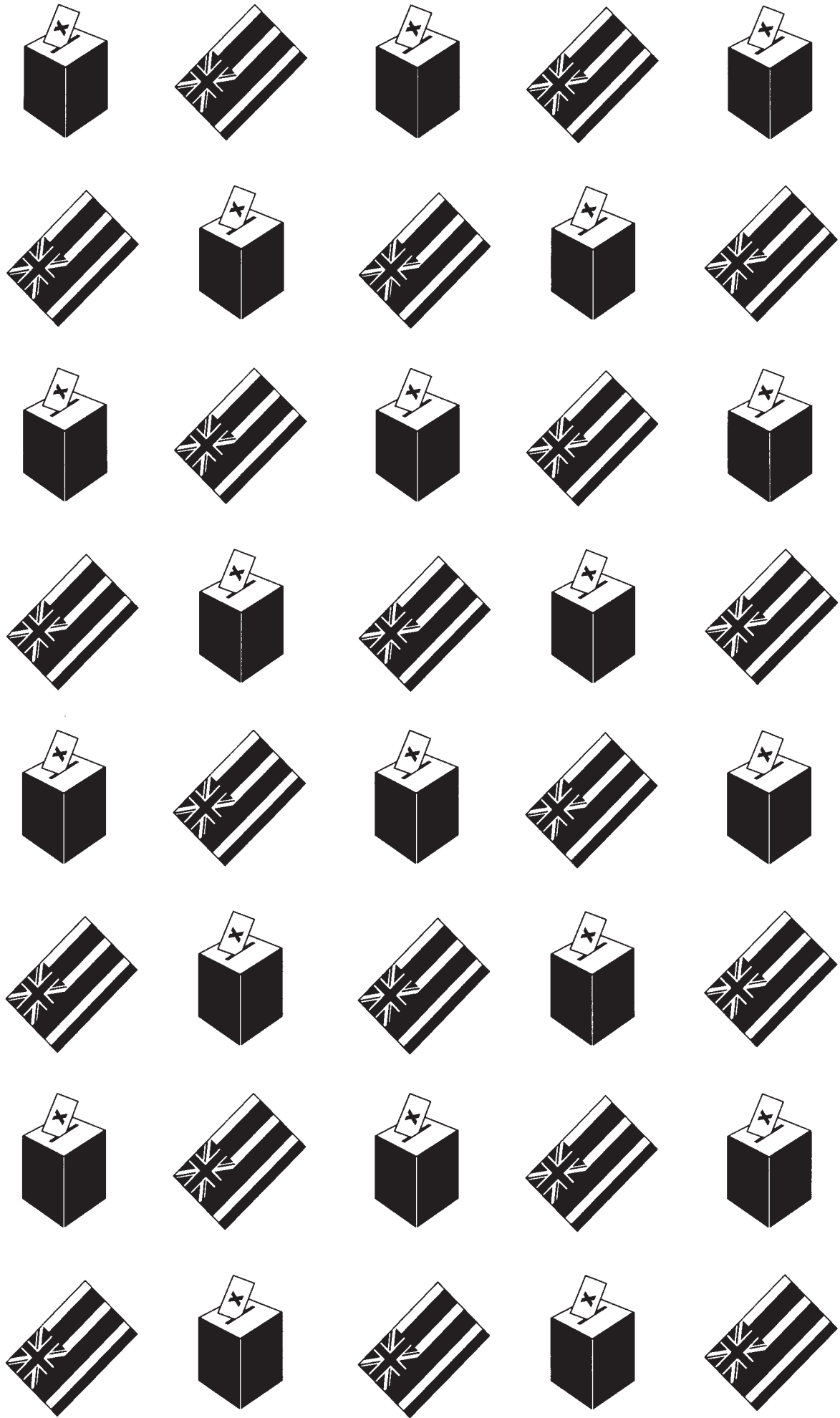
On June 30, 2018

Island	Conservation District Forest Land		Natural Areas	
	Forest Reserve ¹	Private Forest ²	Number of Areas	Acres
State Total	658,110	249,516	21	123,810
Hawai'i	453,242	91,784	8	94,954
Maui	67,761	90,681	5	18,543
Kaho'olawe	0	0	0	0
Lāna'i	0	6,950	0	0
Moloka'i	11,690	0	2	2,950
O'ahu	39,243	20,213	4	2,148
Kaua'i	86,174	39,888	2	5,215
Ni'ihau	0	0	0	0

1. State-owned and privately-owned lands under surrender agreement in forest reserve system.

2. Private forest land within conservation district. The majority of these lands were previously in the forest reserve system.

SOURCE: HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF FORESTRY AND WILDLIFE.



Government

Section 4

GOVERNMENT

This section presents data on election districts, registered voters and votes cast, county operating revenues, general excise and use tax base, real property valuations and rates, government debt, and the state and local tax burden.

Local government in the State of Hawai'i is vested in one combined city and county (Honolulu, consisting of the Island of O'ahu and outlying islets), three non-metropolitan counties (Hawai'i, Kaua'i and Maui), and one area (Kalawao County) administered by the Hawai'i State Department of Health. Separate municipal governments do not exist.

Official results for the primary, general and special elections are published by the Office of Elections. Reapportionment for Maui County was effected in May 2012.

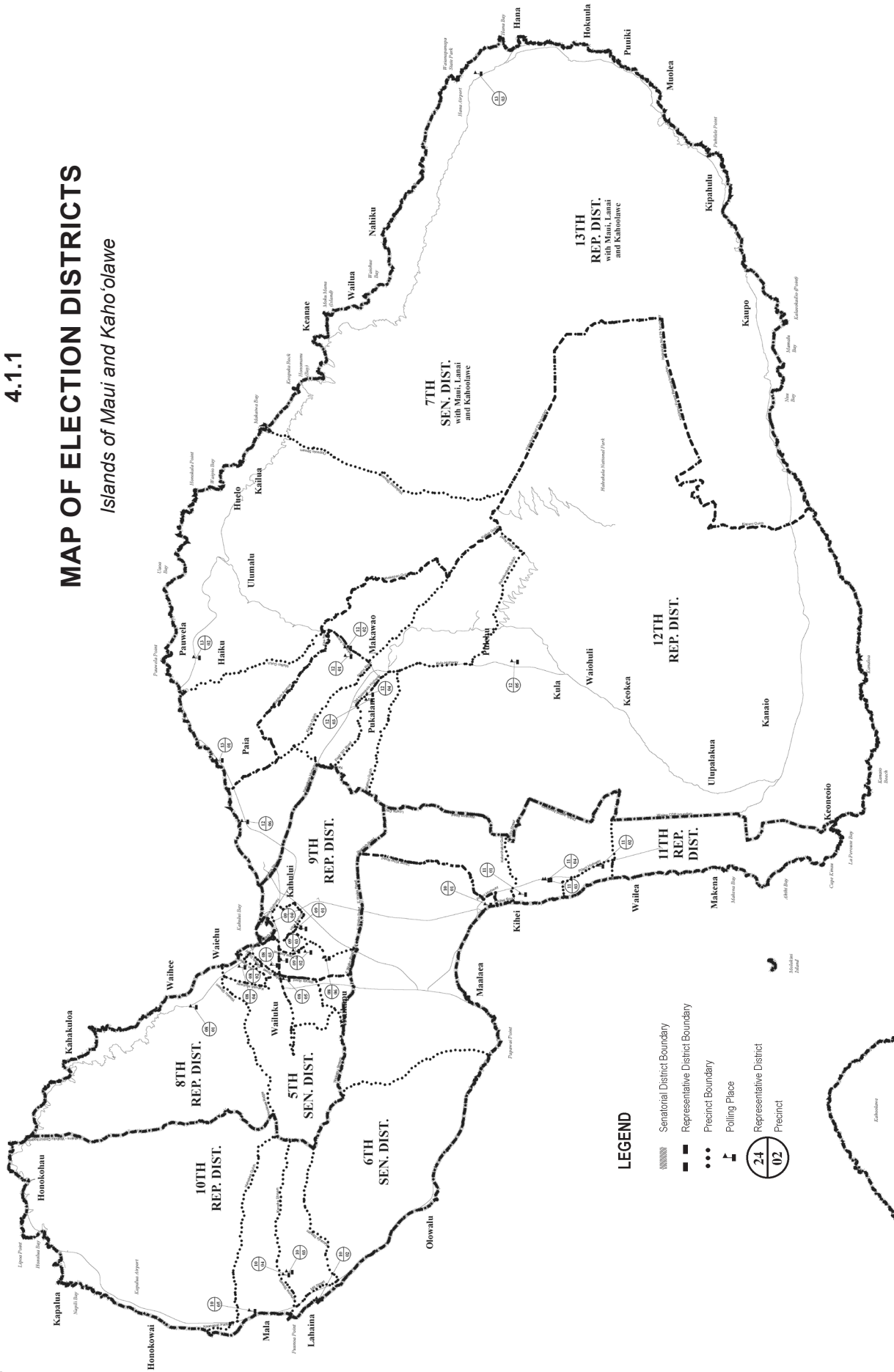
Important sources on statistics on government include: Government in Hawai'i; Revenue Trends (monthly tax collection reports), Hawai'i State Department of Taxation; State of Hawai'i Data Book, and Hawai'i State Department of Business, Economic Development and Tourism.

For more detail on government finances and spending, see Comprehensive Annual Financial Report, County of Maui; and Consolidated Federal Funds Report, U.S. Dept. of Commerce, Bureau of the Census, which has detail on Federal Government spending down to the county level. It is available on the Internet at <http://www.census.gov/>. The State of Hawai'i does not report on its spending by county.

4.1.1

MAP OF ELECTION DISTRICTS

Islands of Maui and Kaho'olawe

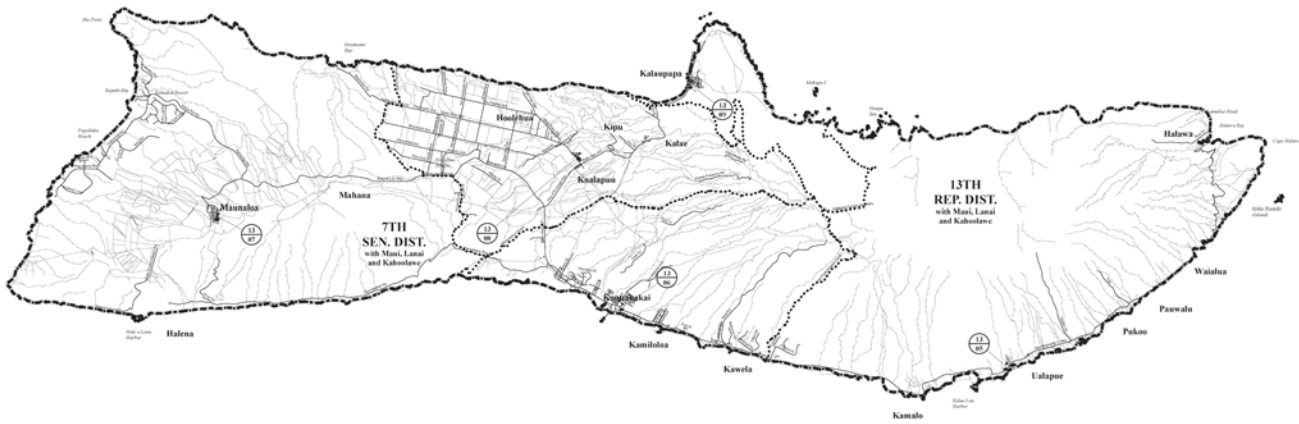


SOURCE: STATE OF HAWAII, OFFICE OF ELECTIONS, SEPTEMBER 2017.







4.1.2

MAP OF ELECTION DISTRICTS

Island of Moloka'i



LEGEND

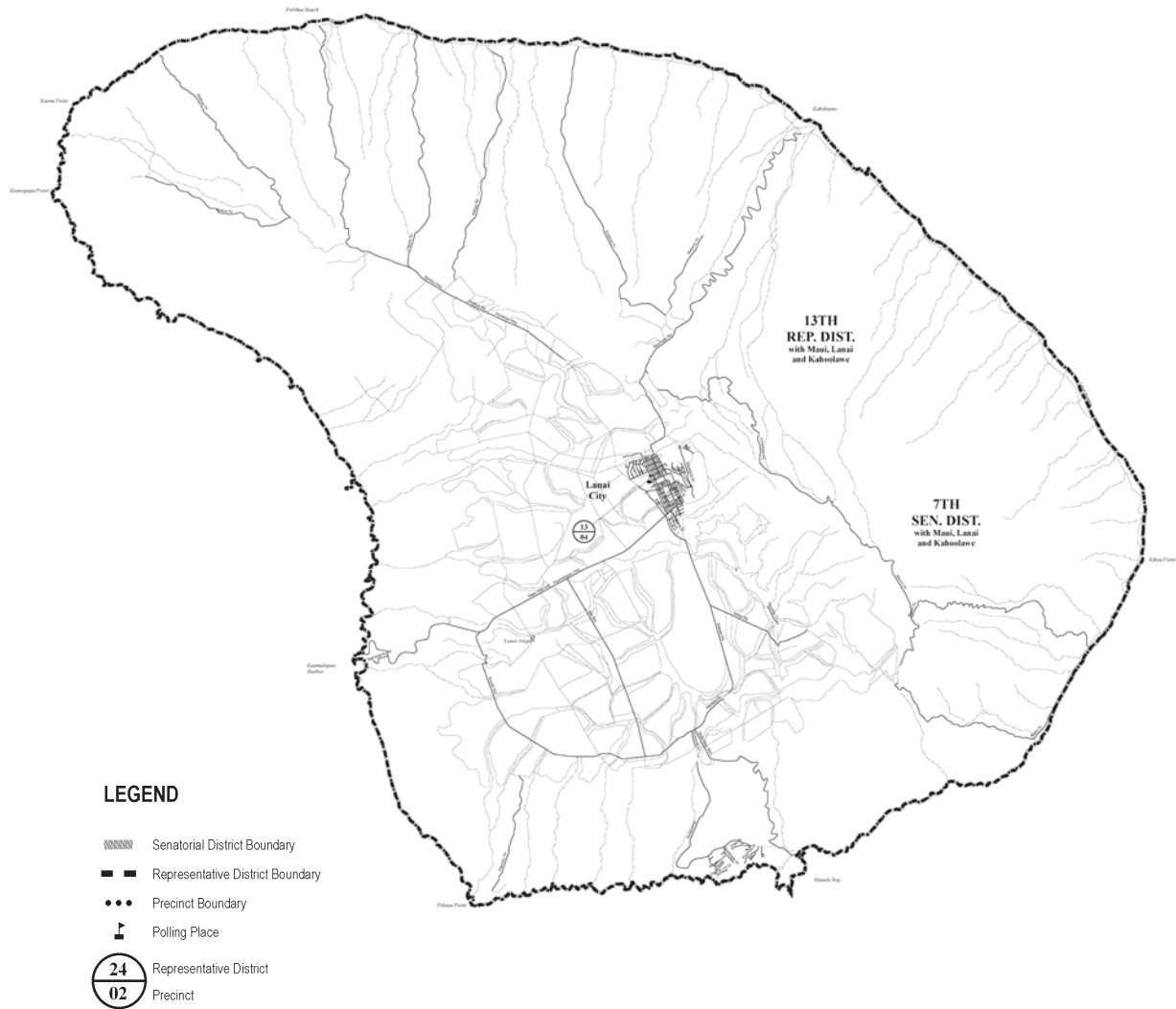
-  Senatorial District Boundary
-  Representative District Boundary
-  Precinct Boundary
-  Polling Place
-  Representative District
-  Precinct

SOURCE: STATE OF HAWAII, OFFICE OF ELECTIONS, SEPTEMBER 2017.

4.1.3

MAP OF ELECTION DISTRICTS

Island of Lānaʻi



SOURCE: STATE OF HAWAII, OFFICE OF ELECTIONS, JANUARY 2014.

4.1.4

LIST OF POLLING PLACES

8th Representative District

Kahakuloa, Waihe'e, Waiehu, Wailuku, Kahului

1. Waihe'e Elementary School
2. Velma McWayne Santos Community Center
3. Baldwin High School
4. Paukūkalo Hawaiian Homes Comm. Ctr.
5. 'Īao Intermediate School
6. Pomaika'i Elementary School
7. Maui Economic Opportunity Center

9th Representative District

Wailuku, Pu'unēnē, Kahului

1. Kahului Elementary School
2. Maui Waena Intermediate School
3. Lihikai Elementary School
4. Maui High School

10th Representative District

Lahaina, Kā'anapali, Kapalua

1. Kenolio Recreational Complex
2. King Kamehameha III Elementary School
3. Lahaina Intermediate School
4. Princess Nahī'ena'ena Elementary School
5. Lahaina Civic Center

11th Representative District

Kīhei, Maui Meadows, Wailea, Mākena

1. Trinity Episcopal Church by the Sea
2. Kamali'i Elementary School
3. Kīhei Community Center
4. Kīhei Elementary School

12th Representative District

Hāli'imaile, Makawao, Pukalani, Kula, 'Ulupalakua

1. Kalama Intermediate School
2. Eddie Tam Memorial Center
3. Pukalani Elementary School
4. Mayor Hannibal Tavares Comm. Ctr.
5. Kula Community Center
6. Kaunoa Senior Citizen Center

13th Representative District

Pā'ia, Ha'ikū, Ke'anae, Hāna

1. Pā'ia Community Center
2. Ha'ikū Community Center
3. Hāna High and Elementary School

Island of Lāna'i

4. Lāna'i High and Elementary School

Island of Moloka'i

5. Kilohana Community Center
6. Kaunakakai School
7. Maunaloa Community Center
8. Kualapu'u Community Center
9. Vote by Mail Precinct

SOURCE: STATE OF HAWAII', OFFICE OF ELECTIONS.

4.2.1

**REGISTERED VOTERS AND VOTES CAST
NOVEMBER 6, 2018 GENERAL ELECTION**

District	Precinct Name	Registered Voters		Votes Cast		Turnout	District	Precinct Name	Registered Voters		Votes Cast		Turnout
		Voters	Cast	Voters	Cast				Voters	Cast			
8-1	Waihe'e Elementary School	2,123	471	22.2%	11-1	Trinity Episcopal Church	3,545	859	24.2%				
8-2	Santos Community Center	3,672	676	18.4%	11-2	Kamali'i Elementary School	4,627	1,223	26.4%				
8-3	Baldwin High School	1,667	313	18.8%	11-3	K'hei Community Center	4,000	979	24.5%				
8-4	Paukūkalo Hwn Homes Comm Ctr.	2,163	367	17.0%	11-4	K'hei Elementary School	4,498	1,062	23.6%				
8-5	ʻĪao Intermediate School	4,602	870	18.9%		Absentee walkins		589					
8-6	Pomaikai Elementary School	1,944	432	22.2%		Absentee mail		3,396					
8-7	Maui Economic Opportunity Center	1,251	198	15.8%									
	Absentee walkins		1,369		12-1	Kalama Intermediate School	3,567	936	26.2%				
	Absentee mail		5,080		12-2	Eddie Tam Memorial Center	2,334	670	28.7%				
9-1	Kahului Elementary School	4,055	905	22.3%	12-3	Pukalani Elementary School	3,186	734	23.0%				
9-2	Maui Waena Intermediate School	3,773	798	21.2%	12-4	Mayor H. Tavares Comm Ctr.	3,472	924	26.6%				
9-3	Lihikai Elementary School	2,474	530	21.4%	12-5	Kula Community Center	5,294	1,326	25.0%				
9-4	Maui High School	2,672	456	17.1%	12-6	Kaunoa Senior Citizen Center	278	102	36.7%				
	Absentee walkins		612			Absentee walkins		816					
	Absentee mail		3,443			Absentee mail		5,058					
10-1	Kenolio Recreational Complex	1,642	387	23.6%	13-1	Pā'ia Community Center	1,888	567	30.0%				
10-2	Kamehameha III Elementary	2,455	703	28.6%	13-2	Hai'ikū Community Center	7,203	2,053	28.5%				
10-3	Lahaina Intermediate School	2,602	738	28.4%	13-3	Hāna High and Elementary	1,483	455	30.7%				
10-4	Princess Nahi'ena'ena Elementary	1,943	487	25.1%	13-4	Lāna'i High and Elementary	1,813	509	28.1%				
10-5	Lahaina Civic Center	6,125	1,502	24.5%	13-5	Kilohana Community Center	656	169	25.8%				
	Absentee walkins		317		13-6	Kaunakakai School	2,042	465	22.8%				
	Absentee mail		2,525		13-7	Maunaloa Community Center	381	91	23.9%				
					13-8	Kualapu'u Community Center	1,256	311	24.8%				
					13-9	Kalaupapa Settlement	35	0	0.0%				
						Absentee walkins		956					
						Absentee mail		3,221					

SOURCE: STATE OF HAWAII, OFFICE OF ELECTIONS.

4.2.2

**GENERAL ELECTION RESULTS
MAUI COUNTY, NOVEMBER 6, 2018**

	Votes	%		Votes	%
U.S. Senator			Councilmember (East Maui)		
D) Hirono, Mazie	37,753	74.5%	Sinenci, Shane	23,654	46.7%
R) Curtis, Ron	11,381	22.5%	Carroll, Claire Kamalu	19,467	38.5%
Blank Votes	1,499	3.0%	Blank Votes	7,498	14.8%
U.S. Representative, Dist. 2			Councilmember (West Maui)		
D) Gabbard, Tulsi	39,906	78.8%	Paltin, Tamara Akiko Maile	28,376	56.0%
R) Evans, Brian	8,716	17.2%	Nava, Rick	14,581	28.8%
Blank Votes	2,017	4.0%	Blank Votes	7,665	15.1%
Governor and Lt. Governor			Councilmember (Wailuku, Waihe'e, Waikapū)		
D) Ige / Green	32,142	63.5%	Lee, Alice	23,703	46.8%
R) Tupola / Kerns	14,702	29.0%	Atay, Alika	21,322	42.1%
G) Brewer / Ing	1,857	3.7%	Blank Votes	5,590	11.0%
N) Teruya / Robotti	612	1.2%	Councilmember (Kahului)		
Blank Votes	1,183	2.3%	Kama, Natalie (Tasha)	28,546	56.4%
State Senator, Dist. 6			Arakawa, Alan	17,640	34.8%
D) Baker, Roz	8,978	60.8%	Blank Votes	4,431	8.8%
R) Shishido, Melissah (Mish)	4,379	29.7%	Councilmember (South Maui)		
Blank Votes	1,402	9.5%	King, Kelly Takaya	39,950	61.1%
State Representative, Dist. 10			Crouse, Zandra (Amaral)	12,022	23.7%
D) McKelvey, Angus	3,729	56.0%	Blank Votes	7,648	15.1%
R) Marten, Chayne	1,346	20.2%	Councilmember (Makawao, Ha'ikū, Pā'ia)		
G) Mather, Jen Kamaho'i	1,171	17.6%	Molina, Mike	24,224	47.8%
Blank Votes	409	6.1%	Furtado, Trinette	20,501	40.5%
State Representative, Dist. 13			Blank Votes	5,889	11.6%
D) Decoite, Lynn	5,796	65.9%	Councilmember (Upcountry)		
G) Nikhilananda, Nick	2,298	26.1%	Sugimura, Yuki Lei Kashiwa	27,323	54.0%
Blank Votes	699	7.9%	Starbuck, Hannibal E.	17,288	34.1%
Mayor, County of Maui			Blank Votes	6,000	11.9%
Victorino, Mike	27,112	53.6%	Councilmember (Lāna'i)		
Cochran, Elle	22,190	43.8%	Hokama, Riki	22,475	44.4%
Blank Votes	1,310	2.6%	Johnson, Gabe	20,508	40.5%
			Blank Votes	7,628	15.1%
			Councilmember (Moloka'i)		
			Rawlins-Fernandez, Keani	22,134	43.7%
			Crivello, Stacy Helm	20,643	40.8%
			Blank Votes	7,844	15.5%

SOURCE: HAWAII STATE OFFICE OF ELECTIONS.

4.2.3

GENERAL ELECTION RESULTS OFFICE OF HAWAIIAN AFFAIRS TRUSTEES AND STATE CONSTITUTIONAL AMENDMENTS MAUI COUNTY, NOVEMBER 6, 2018

Office of Hawaiian Affairs

	Votes	Percent
At Large Trustee*		
Waihee, John D., IV	18,310	12.1%
Akana, Rowena Noelani	14,475	9.5%
Ahu Isa, Lei (Leina'ala)	12,231	8.0%
Hanohano, Faye (Pua)	11,601	7.6%
Lee, Brendon Kalei'aina	11,021	7.3%
Aila, William J., Jr.	10,451	6.9%
Blank Votes	73,825	48.6%
Over Votes	12	0.0%
Maui Resident Trustee		
Lindsey, Carmen Hulu	21,045	41.5%
Kapu, Ke'eaumoku	16,397	32.4%
Blank Votes	13,176	26.0%
Over Votes	32	0.1%
Oahu Resident Trustee		
Akaka, Kalei	17,224	34.0%
Kia'aina, Esther	14,546	28.7%
Blank Votes	18,869	37.3%
Over Votes	11	0.0%

State of Hawai'i Constitutional Amendments

	Votes	Percent		Votes	Percent
Constitutional Convention			Public Education and Investment Real Property		
Yes	13,260	26.2%	Yes	16,088	31.8%
No	32,675	64.5%	No	27,603	54.5%
Blank	4,674	9.2%	Blank	6,904	13.6%

* Number to vote for: 3

SOURCE: HAWAII'S STATE OFFICE OF ELECTIONS.

4.2.4

GENERAL ELECTION RESULTS MAUI COUNTY CHARTER AMENDMENTS NOVEMBER 6, 2018

Ballot Text Summaries and Results

Require that claims be filed with the Corporation Counsel instead of the County Clerk?

Yes	19,629	38.8%
No	21,941	43.3%
Blank Votes	9,045	17.9%

Expand the uses of the Open Space, Natural Resources, Cultural Resources, and Scenic Views Fund?

Yes	30,486	60.2%
No	14,504	28.6%
Blank Votes	5,624	11.1%

Increase the penalty for the operation of a transient accommodation without a necessary permit and clarify the limit of a fine for the violation of an ordinance?

Yes	26,128	51.6%
No	19,108	37.7%
Blank Votes	21	0.0%

SOURCE: HAWAII STATE OFFICE OF ELECTIONS.

4.3.1

**STATEMENT OF REVENUES AND EXPENDITURES
MAUI COUNTY**

In thousands of dollars. For year ending June 30

	2016	2017	2018	2019
Revenues				
Taxes	280,825	303,701	342,520	353,226
Licenses and Permits	30,460	32,032	36,116	37,281
Intergovernmental Revenues	69,038	70,996	61,917	81,101
Charges for Services	70,575	76,902	82,657	92,115
Fines and Forfeitures	2,537	2,226	2,379	2,606
Interest and investment earnings, net	2,592	3,120	(44)	13,305
Other	5,140	6,042	10,999	8,545
Assessments	2,345	1,742	1,249	2,339
Total Revenues	463,511	496,762	537,793	590,519
Expenditures				
General Government	115,623	126,512	132,343	143,301
Public Safety	92,811	99,701	103,913	106,070
Highways and Streets	39,827	40,032	40,898	46,114
Sanitation	52,454	54,842	58,256	58,567
Social Welfare	45,920	57,126	46,012	58,013
Culture and Recreation	28,912	38,325	29,505	28,510
Legislative	6,493	6,523	6,796	7,443
Capital Outlay	65,147	48,112	87,052	118,260
Debt Service: Principal	20,825	26,150	25,686	25,507
Interest	9,607	9,174	8,277	9,744
Total Expenditures	477,619	506,496	538,739	601,527
Excess (Deficiency) of Revenues over Expenditures	(14,109)	(9,735)	(945)	(11,009)

Note: Due to rounding, details may not add to total.

SOURCE: MAUI COUNTY DEPARTMENT OF FINANCE, COMPREHENSIVE ANNUAL FINANCIAL REPORTS.

4.3.2

GENERAL EXCISE AND USE TAX LIABILITY MAUI COUNTY

	2018	2019
Retailing	218,682,283	218,041,374
Services	85,286,149	88,111,229
Contracting	50,664,314	46,362,158
Theater, Amusement, Radio, etc.	2,937,934	2,231,215
Interest and All Others	23,576,293	22,520,537
Commissions	8,080,155	7,393,828
Hotel Rentals	66,336,598	68,703,475
All Other Rentals	45,574,641	45,258,275
Use (4%)	6,110,354	5,836,169
Sub-Total	507,248,721	504,458,259
Insurance Solicitors	44,696	42,133
Producing	79,520	78,950
Manufacturing	333,965	230,619
Wholesaling	9,554,321	9,154,609
Services (Intermediary)	546,787	637,058
Use (1/2%)	3,987,624	4,430,500
Sub-Total	14,546,915	14,573,873
Grand Total	\$521,795,636	\$519,032,133

Note: Due to rounding, details may not add to total.

This table replaces the former "State Tax Collection" as state tax collection data by county is no longer available.

The district (county) data shown in this report are from Part V of Form G-45, "Schedule of Assignments of Taxes by District," or from Form G-75, "Assignment of General Excise/Use Tax by District."

Tax liability is the amount of tax levied on reported economic activity. Tax collection is the amount of revenue received by the Department of Taxation. Tax liability and tax collection measure different concepts and should not match.

SOURCE: HAWAII STATE DEPARTMENT OF TAXATION, MONTHLY TAX REPORTS.

4.3.3

ESTIMATED REAL PROPERTY TAX REVENUE MAUI COUNTY

In thousands of dollars

Fiscal Year 2019-2020

Assessor's gross valuation	58,435,533
Land	24,703,485
Improvement	33,732,048
Exemptions	6,769,197
Assessor's net taxable valuation	51,666,336
Half of valuation on appeal	497,881
Number of appeals	1,360
Valuation for tax rate purposes	51,168,455
Land	23,184,581
Improvement	27,983,874
Amount to be raised by taxation	355,725

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET & FISCAL SERVICES, REAL PROPERTY ASSESSMENT DIVISION.

4.3.4

**REAL PROPERTY TAX RATES
MAUI COUNTY**

Dollars per \$1,000 net taxable value

Land Use Class	Rate Fiscal Year 2019-2020
Building	
Residential	5.60
Apartment	6.31
Commercial	7.39
Industrial	7.48
Agricultural	5.94
Conservation	6.43
Hotel and Resort	11.00
Homeowner	2.90
Time Share	14.40
Commercialized Residential	4.60
Short Term Rental	10.75
Land	
Residential	5.60
Apartment	6.31
Commercial	7.39
Industrial	7.48
Agricultural	5.94
Conservation	6.43
Hotel and Resort	11.00
Homeowner	2.90
Time Share	14.40
Commercialized Residential	4.60
Short Term Rental	10.75

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET AND FISCAL SERVICES, REAL PROPERTY ASSESSMENT DIVISION.

4.3.5

DEBT OF MAUI COUNTY GOVERNMENT

In thousands of dollars

Fiscal Year	General Obligation Bonds	Notes Payable	Total Outstanding Debt
2001	194,807	23,779	218,586
2002	208,832	23,764	232,596
2003	242,996	39,582	282,578
2004	227,007	39,194	266,201
2005	233,684	36,762	270,446
2006	215,336	34,295	249,631
2007	226,720	40,078	266,798
2008	247,258	47,262	294,520
2009	226,048	65,578	291,626
2010	204,717	71,257	275,974
2011	231,914	69,639	301,553
2012	210,460	67,329	277,789
2013	254,592	47,090	301,682
2014	233,900	70,965	304,865
2015	257,781	75,653	333,434
2016	262,603	69,061	331,664
2017	234,109	83,305	317,414
2018	208,074	108,245	316,319
2019	287,324	132,919	420,238

SOURCE: MAUI COUNTY DEPARTMENT OF FINANCE, COMPREHENSIVE ANNUAL FINANCIAL REPORTS.

4.4

**PERSONNEL BY DEPARTMENT FOR FISCAL YEARS
MAUI COUNTY**

	2017	2018	2019	2020
Corporation Counsel	36.5*	37.5	37.5	37.5
Emergency Management Agency ¹	6.8	6.8	6.0	7.0
Environmental Management				
General	5.0	5.0*	5.0	5.0
Wastewater	118.0	118.0	120.0	122.0
Solid Waste	99.0	99.0*	99.0	107.0
Finance	147.5	145.5	147.5	159.5
Fire & Public Safety	368.0	370.0	372.0	388.0
Housing & Human Concerns	86.8	87.5	81.5	84.0
Liquor Control	26.0	25.0	25.0	25.0
Management	58.0	56.0	60.5	62.0
Parks and Recreation				
General	378.3*	390.3	396.8	435.2
Golf	20.9	19.4	20.9	0.0
Personnel Services	18.0	18.0	18.0	18.0
Planning	64.0	64.0	67.0	69.5
Police	524.0	522.2	530.2	541.5
Prosecuting Attorney	73.0	73.0	75.0	78.5
Public Works				
General	115.0	115.0	124.0	119.0
Highways	145.0	146.0	145.0	156.0
Transportation	6.0	6.0	6.0	6.0
Water Supply	220.0	220.0	220.0	223.0

1. Previously known as Civil Defense.

SOURCE: MAUI COUNTY OFFICE OF THE MAYOR, BUDGET OFFICE.

4.5.1

**COUNTY PROPERTY TAX EXEMPTIONS BY TYPE
MAUI COUNTY, FY 2019-2020**

Type of Exemption	Number	Amount (\$1,000)
Federal Government	80	46,960
State Government	1,312	1,805,276
County Government	586	616,462
Government Leases-Total	81	86,135
Government Leases-Portion	60	38,077
Hawaiian Homes Commission	477	78,166
Hawaiian Homes Land-Basic	781	136,423
Hawaiian Homes Land-Multiple	103	16,855
Hawaiian Homes Land-Total Land	1,431	144
Hawaiian Homes Land-Vacant Land	292	30
Hawaiian Homes-7 year	55	15,729
Homes-Fee (Basic)	20,651	4,103,474
Homes-Fee (Multiple)	3,841	760,727
Homes-Leasehold (Basic)	342	67,571
Homes-Leasehold (Multiple)	248	48,975
Blind	24	600
Deaf	5	84
Totally Disabled	347	8,371
Totally Disabled Veterans	309	173,257
Cemeteries	8	1,681
Charitable Organizations	271	370,716
Childcare	19	950
Churches	247	391,693
Credit Unions	17	23,106
Forest Reserve	3	67
Historic Residential Properties	5	13,921
Kuleana	49	27,613
Hospitals	13	216,950
Low-Moderate Income Housing	45	183,955
Public Utilities	81	93,513
Roadways and Waterways	1,754	6,627
Schools	18	164,993
Taro	43	157
Miscellaneous	2	140
Military (Deployed) Exemption	2	1,314
Remnant	12	5
Total	33,614	9,500,717

SOURCE: CITY AND COUNTY OF HONOLULU, DEPARTMENT OF BUDGET & FISCAL SERVICES, REAL PROPERTY ASSESSMENT DIVISION.

4.5.2

LIQUID FUEL TAX BASE AND TAX COLLECTIONS MAUI COUNTY

Fiscal year ending June 30, 2019

Source of Revenue	Gallons	State Tax	County Fuel Tax	Total Tax
Gasoline	65,896,431	\$10,541,175	\$15,152,724	\$25,693,899
Diesel oil (non-hwy)	14,760,835	147,608	0	147,608
Diesel oil (hwy)	6,157,779	985,245	1,416,289	2,401,534
Liquid petro. gas (hwy)	629	33	72	105
Small boat (gas)	118,632	18,981	27,285	46,266
Small boat (diesel oil)	0	0	0	0
Aviation fuel	83,374,987	833,750	0	833,750
Other fuel	347,446	13,898	0	13,898
Subtotal	170,656,737	12,540,690	16,596,370	29,137,060
Environmental Tax	4,922,572	5,168,701	0	5,168,701
Total		17,709,390	16,596,370	34,305,761

SOURCE: STATE OF HAWAII', DEPARTMENT OF TAXATION, MONTHLY TAX REPORTS.

4.5.3

LIQUID FUEL TAX ALLOCATION BY FUND MAUI COUNTY

Fiscal year ending June 30, 2019

	Amount	Total Tax
State Highway Special Fund	\$11,589,871	
State Airports Special Fund	833,750	
State Boating Special Fund	283,033	12,706,653
County Fuel Tax:		
Lanai	231,185	
Molokai	0	
Maui	16,199,221	16,430,407
Environmental Response Fund	246,129	
Energy Security Fund	738,386	
Energy Development Fund	492,257	
Agricultural Development Fund	738,386	
General Fund	2,953,543	5,168,701
Grand Total		\$34,305,761

SOURCE: STATE OF HAWAII', DEPARTMENT OF TAXATION, MONTHLY TAX REPORTS.

Agriculture & Aquaculture



Section 5

AGRICULTURE & AQUACULTURE

This section includes statistics on agriculture and aquaculture. Statistics about farms are presented along with the value and distribution of farm and other land based herbaculture production. Fish catches and other aquaculture statistics are given.

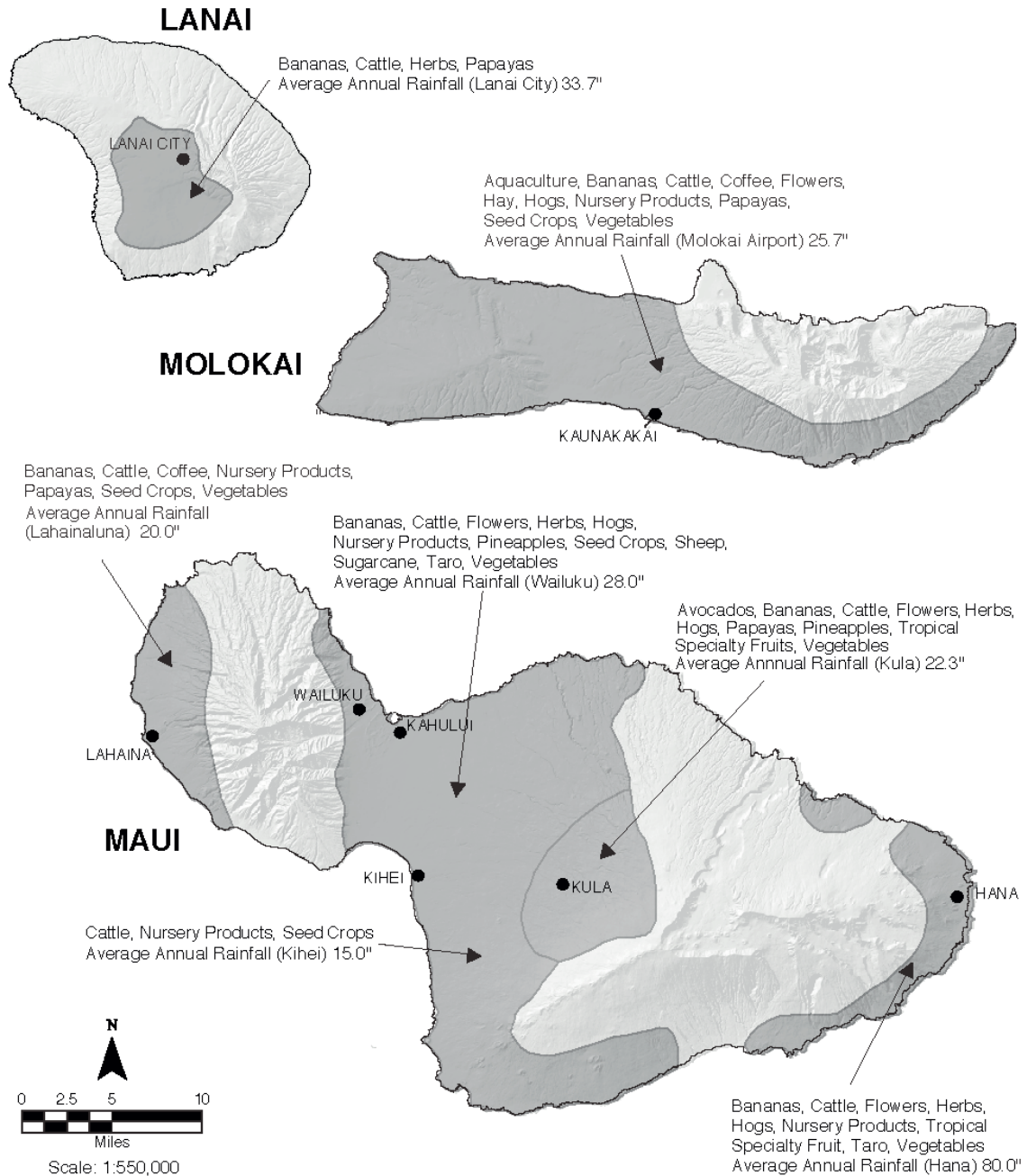
Maui's last sugar plantation closed in 2016 and therefore data on sugarcane has been discontinued. Coffee production in the state is now featured.

Agriculture remains an important element in Maui County's economy and land use patterns. The trend toward diversification of agriculture continues.

The data in this section comes mainly from the 2017 U.S. Census of Agriculture, the Hawai'i Agriculture Statistics Service, specific crop producers, and the Hawai'i State Department of Land and Natural Resources.

5.1.1

**AGRICULTURAL AREAS
MAUI COUNTY**



SOURCE: HAWAII DEPARTMENT OF AGRICULTURE, AGRICULTURAL DEVELOPMENT DIVISION, AND U.S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE. STATISTICS OF HAWAII AGRICULTURE, 2011.

5.1.2

**TENURE AND CHARACTERISTICS OF FARM OPERATORS
AND TYPES OF FARM ORGANIZATION
MAUI COUNTY**

	2002	2007	2012	2017
Tenure of Operator				
Full Owners				
Farms	529	827	774	1,031
Acres	82,274	62,325	94,317	124,568
Part Owners				
Farms	115	138	151	133
Acres	135,661	141,052	108,528	102,257
Owned land in farms (acres)	102,342	105,762	75,931	70,577
Rented land in farms (acres)	33,319	35,290	32,597	31,680
Tenants				
Farms	179	191	203	244
Acres	38,755	22,191	26,321	22,131
Operator Characteristics				
Place of Residence				
On farm operated	623	929	840	1,772
Not on farm operated	200	227	288	625
Principal Occupation				
Farming	434	515	609	892
Other	389	641	519	1,017
Days of Work Off Farm¹				
None	413	229	406	723
Any	410	927	722	1,186
1 to 49 days	47	155	100	248
50 to 99 days	36	151	125	103
100 to 199 days	63	166	144	252
200 days or more	264	455	353	583
Years on Present Farm				
2 years or less	46	51	36	142
3 or 4 years	66	68	89	178
5 to 9 years	189	284	201	420
10 years or more	522	753	802	1,169
Average years on present farm	15.3	16.7	19.1	16.6

5.1.2
CONTINUED

	2002	2007	2012	2017
Age Group				
Under 25 years	4	4	4	12
25 to 34 years	26	32	37	78
35 to 44 years	108	89	78	154
45 to 54 years	310	314	227	273
55 to 64 years	NA	NA	NA	614
65 to 74 years	NA	NA	NA	555
75 years and over	NA	NA	NA	223
Average age	55.0	57.7	59.0	60.4
Male				
Farms	659	856	873	1,194
Acres	241,920	217,574	201,222	223,781
Female				
Farms	164	300	255	951
Acres	14,770	7,994	27,944	96,440
Type of Organization				
Individual or Family (sole proprietorship)				
Farms	701	975	904	1,114
Acres	D	34,647	65,110	58,004
Partnership				
Farms	37	66	96	123
Acres	11,357	11,751	32,275	39,416
Corporation (family held)				
Farms	58	69	64	94
Acres	76,424	114,456	113,188	100,189
Corporation (other than family held)				
Farms	17	33	27	23
Acres	99,056	60,646	D	D
Other (cooperative, estate or trust, institutional, etc.)				
Farms	10	13	37	54
Acres	D	4,068	D	D

D: Withheld to avoid disclosing data for individual farms

NA: Not available

1. Number of days of work off farm revised 2002.

SOURCE: U.S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.3

FARMS AND LAND IN FARMS MAUI COUNTY

	2002	2007	2012	2017
Farms	823	1,156	1,128	1,408
Land in Farms	256,690	225,568	229,166	248,956
Average size of farms (acres)	312	195	203	177
Median size of farms (acres)	5	5	5	4
Estimated Market Value of Land & Buildings¹				
Average per farm (\$)	1,251,598	1,601,950	1,998,208	2,027,299
Average per acre (\$)	4,112	8,210	9,836	11,466
Estimated Market Value of Machinery & Equipment¹				
Average per farm (\$)	58,849	52,480	53,228	51,466
Farms by Size				
1 to 9 acres	505	766	711	1,010
10 to 49 acres	212	289	293	252
50 to 179 acres	56	48	61	75
180 to 499 acres	20	21	24	23
500 to 999 acres	7	11	10	16
1,000 acres or more	23	21	29	32
Total Cropland				
Farms	692	975	902	1,148
Acres	60,729	54,557	49,578	56,551
Harvested Cropland				
Farms	649	928	852	1,057
Acres	28,404	26,528	D	7,132
Irrigated Land				
Farms	462	650	603	651
Acres	26,855	28,027	41,548	4,849
Value of Agricultural Products Sold (\$1,000)	124,511	139,326	188,100	82,206
Crops, including greenhouse & nursery crops	116,645	132,058	181,480	74,211
Livestock, poultry, and their products	7,866	7,268	6,620	7,995
Value of Agricultural Products Sold per Farm (\$)	151,289	120,524	166,755	58,385

1. Data based on a sample of farms.

D: Withheld to avoid disclosing data for individual farms

SOURCE: U.S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.4

FARM EMPLOYMENT MAUI COUNTY

	2002	2007	2012	2017
Number of Farms Hiring	267	245	328	365
Number of Farms Hiring Migrant Workers	5	17	6	14
Hired Workers	2,804	2,051	2,311	1,880
Worked 150 days or more	1,856	1,386	1,655	1,174
Migrant workers	NA	NA	26	36
Payroll (\$1,000)	52,542	47,311	99,270	62,694

NA: Not available

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.5

LIVESTOCK: NUMBER OF OPERATIONS AND VALUE OF SALES, MAUI COUNTY

	2002	2007	2012	2017
Number of Livestock Operations, December 31				
Cattle	145	190	204	193
Hogs	54	57	81	80
Goats	12	86	131	214
Sheep and lambs	9	33	24	59
Horses	107	175	112	115
Poultry	48	119	119	211
Bees	8	41	50	114
Aquaculture	8	2	18	NA
Value of Livestock Sales (\$1,000)				
Cattle	4,670	5,689	5,231	D
Hogs	946	724	D	506
Goats	NA	NA	210	204
Sheep and lambs	NA	NA	21	45
Horses	NA	NA	51	D
Poultry	NA	NA	NA	NA
Bees	NA	NA	96	70
Aquaculture	D	D	D	NA

D: Withheld to avoid disclosure of individual operations

NA: Not available

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.6

VEGETABLES ACREAGE AND NUMBER OF FARMS, MAUI COUNTY

	2012		2017	
	Farms	Acres	Farms	Acres
Asparagus	6	D	5	D
Beans, Green Lima	3	1	8	4
Beans, Snap	28	38	35	119
Beets	13	7	27	12
Broccoli	11	69	15	73
Cabbage, Chinese	20	52	16	30
Cabbage, Head	16	106	13	80
Cabbage, Mustard	9	15	4	D
Carrots	6	2	18	25
Celery	2	D	4	1
Cucumbers and Pickles	18	236	16	D
Daikon	3	11	23	26
Eggplant	40	23	22	10
Garlic	1	D	7	D
Herbs, Fresh Cut	15	56	51	47
Kale	14	4	38	39
Lettuce, All	39	62	30	66
Mustard Greens	4	1	13	3
Okra	11	2	11	2
Onions, Dry	23	D	13	55
Onions, Green	33	31	27	19
Parsley	15	36	14	15
Peas, Chinese	4	2	12	2
Peppers, Bell	6	D	9	10
Peppers, Other than Bell	2	D	17	2
Potatoes	13	4	9	2
Pumpkins	24	D	15	33
Radishes	9	19	10	11
Squash, All	20	131	14	13
Sweet Corn	40	95	16	D
Sweet Potatoes	32	D	12	D
Taro ¹	NA	NA	58	85
Tomatoes	42	89	25	27
Watercress	4	D	4	D
Other Vegetables	60	276	71	127
Total	221	1,798	221	1,377

D: Withheld to avoid disclosure of individual operations. NA: Not available.

1. Taro root added to the vegetable section, removed from the field crop section.

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.7

**COFFEE
STATE OF HAWAI'I**

	Cherry Basis			
	Bearing Acreage	Yield per Acre	Total Production	Harvested not Sold
	(1,000 acres)	(1,000 pounds)	(1,000 pounds)	(1,000 pounds)
2015-2016	6.9	4.60	31,740	1,603
2016-2017	7.0	4.18	29,260	689
*2017-2018	7.3	3.53	25,416	824

	Utilized Production	Price per Pound	Value of Utilized Production
Basis	(1,000 pounds)	(\$)	(\$1,000)
Cherry			
2015-2016	30,137	1.55	46,712
2016-2017	28,571	1.71	48,856
*2017-2018	24,592	1.78	43,774
Parchment			
2015-2016	6,600	9.38	61,908
2016-2017	5,400	11.10	59,940
*2017-2018	6,050	11.10	67,155
Green			
2015-2016	5,280	10.50	55,440
2016-2017	4,320	16.50	71,280
*2017-2018	4,840	17.20	83,248

* Revised data

SOURCE: U.S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE.

5.1.8

FRUITS AND NUTS MAUI COUNTY

	2012		2017	
	Farms	Acreage	Farms	Acreage
Noncitrus Fruits	440	1,512	667	2,809
Apples	4	D	16	7
Avocados	193	D	305	D
Bananas	232	199	313	253
Cherimoyas	NA	NA	17	8
Cherries, Tart	NA	NA	6	1
Coffee	77	D	95	D
Grapes	1	D	5	D
Guavas	28	20	30	9
Mangoes	59	36	105	54
Papayas	71	101	129	175
Passion Fruit	38	14	74	18
Peaches	6	D	15	D
Persimmons	19	39	26	47
Pineapple	6	D	55	D
Plums and Prunes	NA	NA	3	Z
Pomegranates	5	1	14	3
Other	120	182	202	339
Citrus Fruits	206	161	378	286
Grapefruit	34	11	93	30
Kumquats	2	D	9	D
Lemons	98	30	207	55
Limes	84	36	201	64
Oranges, All	78	41	219	72
Tangelos	21	D	59	D
Tangerines	57	19	119	35
Other	47	22	31	16
Nuts	71	592	67	579
Almonds	NA	NA	2	D
Macadamia Nuts	58	574	65	D
Pecans, All	NA	NA	2	D
Other Nuts	16	18	1	D

D: Withheld to avoid disclosure of individual operations. NA: Not available. Z: Less than half of the unit shown

Note: Totals may not add due to rounding.

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.9

FLORICULTURE AND NURSERY PRODUCTS MAUI COUNTY

Number of farms and growing area

2017	Farms	Sq ft under glass	Open acreage	Value of sales (\$)
Aquatic plants	4	0	2	13,898
Bulbs and tubers	3	0	D	15,000
Cuttings and seedlings	11	30,000	D	D
Bedding & garden plants	46	99,400	10	718,765
Cut flowers	166	259,340	449	3,693,146
Foliage, indoor	16	82,427	20	793,000
Potted flowering plants	39	210,156	3	1,347,700
Nursery stock crops	83	492,766	114	5,119,153
Sod	8	X	26	841,530
Vegetable seeds	2	0	D	D
Vegetable transplants	2	D	0	D

D: Withheld to avoid disclosure of individual operations. X: Not applicable

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.10

FARM MACHINERY AND EQUIPMENT, MAUI COUNTY

	2002*	2007	2012	2017
Value of all equipment (\$1000)	44,843	60,352	60,042	72,464
Average per farm (\$)	58,849	52,480	53,228	51,466
Trucks				
Farms	NA	862	774	1,001
Number	NA	1,362	1,347	1,602
Tractors				
Farms	453	547	554	586
Number	881	974	1,032	994
Grain and bean combines				
Farms	1	1	6	3
Number	D	D	9	D
Forage harvesters				
Farms	NA	13	5	1
Number	NA	13	5	D
Hay balers				
Farms	2	3	1	4
Number	D	3	D	4

* 2002 data are based on a sample of farms.

D: Withheld to avoid disclosure of individual operations. NA: Not available

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.11

FERTILIZERS AND CHEMICALS APPLIED MAUI COUNTY

In acres

	2002	2007	2012	2017
Commercial fertilizer	51,645	42,248	40,923	9,664
Manure	313	395	1,214	776
Acres treated to control				
Insects	9,901	5,566	4,424	8,891
Weeds	40,933	28,416	46,098	15,416
Nematodes	1,730	2,812	861	415
Diseases in crops	3,165	1,757	1,647	1,557
Chemicals used to control growth, thin fruit, ripen or defoliate	D	D	D	358

D: Data not provided to avoid disclosing individual information

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.12

ORGANIC AGRICULTURE STATE OF HAWAI'I

2017	State of Hawai'i	Hawai'i County	Honolulu County	Kaua'i County	Maui County
USDA Certified organic farms	152	84	22	11	35
USDA Exempt from certification organic farms ¹	15	5	3	2	5
Farms transitioning to organic	23	9	6	0	8
Value of sales of Certified or Exempt organically produced commodities					
Number of farms	146	81	25	13	27
Total organic product sales (\$1,000)	15,359	8,717	1,541	2,634	2,467
Farms by value of sales					
\$1 to \$4,999	21	7	3	2	9
\$5,000 or more	125	74	22	11	18

1. Small organic farms with gross agricultural income from organic sales less than \$5,000 per year.

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.13

**AGRICULTURAL TOURISM
BY COUNTY**

	State of Hawai'i	Hawai'i County	Honolulu County	Kaua'i County	Maui County
2007					
Farms	121	58	24	9	30
Value (\$1,000)	22,911	D	6,647	D	8,464
2012					
Farms	233	106	36	39	52
Value (\$1,000)	17,768	1,029	6,449	3,874	6,416
2017					
Farms	294	172	28	25	69
Value (\$1,000)	16,609	D	D	1,525	7,590

Note: Agricultural tourism is a commercial enterprise on a working farm conducted for the enjoyment, education, and/or active involvement of the visitor, generating supplemental income for the farm. Activities such as producing and selling products directly from the farm, operating a bed and breakfast, conducting educational farm tours, offering horseback riding, festivals, concerts, and many other on-farm activities qualify as ag-tourism.

SOURCE: U. S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.1.14

**FARM INCOME AND EXPENSES
MAUI COUNTY**

In thousands of dollars

	2002	2007	2012	2017
Income				
Total sales	124,511	139,326	188,100	82,206
Total income from farm-related sources, gross before tax and expenses	3,345	14,642	8,761	9,812
Customwork and other agricultural services	427	306	448	792
Gross cash rent or share payments	1,520	D	1,533	737
Sales of forest products	7	D	D	42
Agri-tourism and recreational services	907	8,464	6,416	7,590
Patronage dividends and refunds from cooperatives	4	D	D	6
Crop and livestock insurance payments	NA	D	146	143
Amount from state and local government payments	NA	D	184	120
Other farm-related income sources	480	D	92	382
Total federal government payments	264	688	558	2,174
Total farm production expenses	113,624	129,617	195,907	107,246
Fertilizer and lime purchased	4,714	7,976	15,426	3,523
Chemicals purchased	5,538	4,008	12,092	1,654
Seeds, plants, vines and trees purchased	2,368	3,810	5,534	1,685
Livestock purchased	545	601	679	595
Feed purchased	2,575	3,669	3,261	2,080
Petroleum products purchased	3,862	7,316	11,492	3,620
Utilities	7,294	9,857	3,978	4,688
Repairs, supplies and maintenance costs	16,472	21,992	23,095	7,738
Hired farm labor	52,542	47,311	99,270	62,694
Contract labor	967	2,530	1,670	1,725
Customwork and custom hauling	272	138	341	391
Cash rent for land, building and grazing fees	3,448	3,409	2,037	2,201
Rent and lease expenses	653	996	593	734
Interest expense	688	2,019	1,988	4,557
Property tax paid	1,006	2,170	2,294	3,712
Medical supplies, veterinary, and custom services	NA	0		
All other production expenses	10,682	11,815	0	329
Net cash farm income of the operations	12,303	25,039	1,512	(13,054)

NA: Not available

SOURCE: U.S. DEPARTMENT OF AGRICULTURE, NATIONAL AGRICULTURAL STATISTICS SERVICE, CENSUS OF AGRICULTURE.

5.2.1

SEA LANDINGS BY FISHING METHOD AND SPECIES GROUP STATE OF HAWAI'I

Pounds landed

	2014	2015	2016	2017	2018
Fishing Method					
Aku Pole & Line	*	*	*	*	*
Longline	23,807,814	32,635,674	30,261,327	32,551,651	30,798,457
Deep Bottom Handline	462,414	397,245	401,774	472,177	283,624
Tuna Handline	1,660,354	1,711,745	1,166,568	1,302,119	1,201,310
Trolling	3,417,836	3,016,724	2,540,086	2,196,628	2,725,553
All Other	1,274,772	1,233,685	1,088,829	856,254	804,234
Total	30,623,190	38,995,073	35,458,584	37,378,829	35,813,178
Species Group					
Tunas	18,309,846	24,514,890	23,538,751	25,088,163	23,921,389
Bill & Swordfish	4,052,962	5,916,944	4,935,545	5,973,798	5,098,893
Misc. Pelagic	6,617,202	6,941,202	5,446,791	4,946,465	5,651,760
Deep Bottomfish	455,028	398,148	426,192	476,032	302,152
Akule/'Ōpelu	536,655	635,832	597,625	412,851	387,440
Inshore	370,713	303,934	256,712	245,543	241,785
All Other	280,784	284,123	256,967	235,978	209,759
Total	30,623,190	38,995,073	35,458,584	37,378,829	35,813,178

* Due to low level of fishermen reporting and to preserve confidentiality, data for these methods are pooled under "All Other" group.

SOURCE: STATE OF HAWAI'I, DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF AQUATIC RESOURCES,
COMMERCIAL MARINE LANDINGS SUMMARY TREND REPORT, CALENDAR YEAR REPORTS.

5.2.2

SEA LANDINGS BY PORT OF LANDING

Pounds landed

Port of Landing	2014	2015	2016	2017	2018
Maui County	951,636	806,170	775,086	653,759	664,735
Maui	901,295	763,398	740,223	623,590	631,107
Moloka'i	40,506	35,902	26,088	21,663	21,488
Lāna'i	9,835	6,870	8,775	8,506	12,141
O'ahu	25,882,328	34,504,303	31,969,413	33,870,735	32,133,873
Hawai'i	3,017,653	2,909,455	2,009,945	2,218,973	2,285,210
Kaua'i and Ni'ihau	771,573	775,145	704,139	635,363	729,360
Total	30,623,190	38,995,073	35,458,584	37,378,829	35,813,178

SOURCE: STATE OF HAWAII, DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF AQUATIC RESOURCES, COMMERCIAL MARINE LANDINGS SUMMARY TREND REPORT, CALENDAR YEAR REPORTS.

5.2.3

SEA LANDINGS BY AREA FISHED MAUI COUNTY

Pounds landed

Area Fished	2014	2015	2016	2017	2018
Kawai (Moloka'i Channel)	30,859	16,283	14,649	18,251	12,926
Penguin Bank	127,220	112,043	107,115	128,834	82,003
Kealaikahiki Channel	80,128	62,602	66,483	57,912	78,980
'Alenuihāhā Channel	162,585	113,565	113,718	98,191	86,993
'Au'au, Kalohi & Pailolo Channels	38,725	34,498	29,462	36,009	25,424
'Alalākeiki Channel	103,051	64,541	63,530	85,344	79,876
Moloka'i	39,838	22,061	24,108	39,219	15,417
Lāna'i	67,124	63,824	58,677	48,203	76,996
Kaho'olawe	9,368	4,020	4,168	22,685	7,265
Mākena - Hāna	23,506	26,348	18,377	22,533	16,202
Hāna - Kahului	215,436	265,400	127,431	157,055	234,108
Honolua - Lahaina	3,637	5,227	15,278	7,728	2,650
Lahaina - Mākena	67,769	54,979	151,356	56,926	44,439

SOURCE: STATE OF HAWAII, DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF AQUATIC RESOURCES, COMMERCIAL MARINE LANDINGS SUMMARY TREND REPORT, CALENDAR YEAR REPORTS.

Section 6

COMMUNICATION & TRANSPORTATION

This section covers statistics on communications and transportation.

Newspapers, radio and television station statistics are included in the first section (6.1). Data on cable television subscribers and revenues has been discontinued and replaced by data on computers and internet subscription.

Under transportation, statistics on fuel usage, registered drivers, aircraft and watercraft facilities and freight traffic are presented.

With more than 50,000 tons of cargo and mail passing through Kahului Airport and about 3,670,000 tons passing through Kahului Harbor, water transport remains the primary way goods reach Maui.

The transportation statistics are mostly taken from the Hawai'i State Department of Transportation and the U.S. Army Corps of Engineers.

6.1.1

AVERAGE CIRCULATION OF NEWSPAPERS 2017

Newspaper	Frequency	Average Circulation
Honolulu Star-Advertiser	Daily	135,880
Maui News (Wailuku)	Daily	13,775
Hawai'i Tribune-Herald (Hilo)	Daily	12,985
Garden Island (Lihue)	Daily	7,144
West Hawai'i Today (Kailua-Kona)	Daily	7,009
USA Today Hawaii Edition	Daily	5,531
Honolulu Star-Advertiser	Sunday	150,881
Maui News (Wailuku)	Sunday	15,565
Hawai'i Tribune-Herald (Hilo)	Sunday	14,048
West Hawai'i Today (Kailua-Kona)	Sunday	8,494
Garden Island (Lihue)	Sunday	6,968

SOURCE: STAR-ADVERTISER CONSOLIDATED MEDIA REPORT, ALLIANCE FOR AUDITED MEDIA.

6.1.2

AVERAGE DISTRIBUTION OF OTHER NEWSPAPERS MAUI COUNTY

Free Circulation	Frequency	Number Distributed
Maui Time	Weekly	18,000
Lahaina News	Weekly	12,300
The Moloka'i Dispatch	Weekly	3,800
Lāna'i Today	Monthly	2,700

SOURCE: HAWAII BUSINESS RESEARCH LIBRARY.

6.1.3

COMPUTERS AND INTERNET BY COUNTY

2018	Maui	Hawai'i	Honolulu	Kaua'i	State
Total Households	52,794	71,565	308,208	22,685	455,309
Types of computing devices					
Has one or more types of computer	48,777	61,539	286,338	20,378	417,079
Desktop or laptop	41,433	50,087	249,837	17,744	359,139
Desktop or laptop only	1,509	5,046	9,036	1,033	16,624
Smartphone	45,748	53,632	269,251	18,783	387,461
Smartphone only	4,603	5,341	19,891	1,326	31,170
Tablet	33,571	42,033	213,039	13,589	302,253
Tablet only	740	1,090	2,560	434	4,824
Other computer	1,338	1,197	7,868	350	10,753
Other computer only	0	0	155	0	155
No computer	4,017	10,026	21,870	2,307	38,230
Internet					
With an Internet subscription	44,457	54,139	272,486	20,069	391,189
Cellular data plan only	3,251	7,072	30,310	2,530	43,171
Without an Internet subscription	8,337	17,426	35,722	2,616	64,120

SOURCE: U.S. CENSUS BUREAU, 2018 AMERICAN COMMUNITY SURVEY 1-YEAR ESTIMATES.

6.1.4

RADIO AND TELEVISION BROADCASTING STATIONS IN OPERATION, MAUI COUNTY, 2019

Commercial	Maui County	State Total
AM	12	43
FM	12	65
TV ¹	5	23
Public or Educational		
AM	0	0
FM	7	22
TV ¹	1	4

1. Includes licensed stations that are digital television.

SOURCE: FEDERAL COMMUNICATIONS COMMISSION, MEDIA BUREAU, AUDIO DIVISION.

6.2.1

TRAFFIC FLOWS ON MAJOR ROADS MAUI COUNTY

Site	Route	Milepoint	2016	2017	2018
Honoapi'ilani Hwy south of Kā'anapali Pkwy	30	23.58	43,300	43,800	43,700
Honoapi'ilani Hwy north of Kahana Kai Bridge	30	28.37	14,819	15,483	14,800
Pi'ilani Hwy near Līpoa Pkwy	31	1.47	34,721	42,400	43,163
Hāna Hwy near Central Power Plant Rd	36	1.70	37,525	37,400	37,700
Hāna Hwy near Baldwin Park	36	6.28	18,800	18,800	19,200
Keolani Pl near Palapala Dr	36A	0.50	14,400	9,500	8,500
Haleakalā Hwy near North Firebreak Rd	37	0.61	32,000	32,700	32,900
North Kīhei Hwy near 9th St	310	0.86	17,100	17,100	17,300
Mokulele Hwy near Nakii Rd	311	2.38	33,400	34,300	34,900
Kuihelani Hwy near Mauilani Pkwy	380	1.52	24,900	25,700	26,700

Annual average daily traffic (AADT), the average of 24 hour counts collected every day in the year, unless otherwise specified.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, PLANNING BRANCH.

6.2.2

MOTOR VEHICLE CRASHES BY TYPE AND LOCATION MAUI COUNTY

Location	Major ¹		Minor ²		Civil ³		Non Traffic	
	2018	2019	2018	2019	2018	2019	2018	2019
Hā'iku	58	51	125	138	29	26	1	3
Hāli'imaile	6	4	12	7	0	2	0	0
Hāna	28	38	107	102	7	6	2	1
Hoolehua	5	6	9	14	2	2	0	0
Ka'anapali	38	30	99	95	103	97	3	1
Kahului	252	232	884	912	460	453	4	7
Kalaupapa	0	0	2	3	0	1	1	0
Kapalua	6	11	12	16	20	10	2	1
Kaunakakai	25	25	32	48	17	13	1	2
Kīhei	153	148	485	467	261	274	4	7
Kualapu'u	4	1	9	0	0	0	0	0
Kula	35	53	102	100	20	18	2	0
Lahaina	141	135	461	431	164	163	6	4
Lāna'i	8	10	33	36	6	6	1	0
Ma'alaea	26	33	56	62	17	14	0	1
Makawao	38	49	122	109	25	23	0	3
Mauna Loa	0	1	1	1	0	0	0	0
Nāpili	24	26	81	88	76	89	2	3
Pā'ia	35	28	123	122	44	34	2	0
Pukalani	30	28	89	79	49	50	0	1
Pūko'o	3	0	2	1	0	0	0	0
Spreckelsville	6	5	8	10	4	3	0	0
Waiehu	10	7	60	43	5	11	0	0
Waihe'e	7	9	21	18	3	3	0	0
Waikapu	6	8	25	33	3	6	0	0
Wailea	38	36	62	86	62	74	2	2
Wailuku	116	101	486	646	207	194	4	2
Total	1,098	1,075	3,508	3,667	1,584	1,572	37	38

1. Major vehicle crash: Resulting in injury or damages are estimated to exceed \$3,000.

2. Minor vehicle crash: No injuries or and estimated damages of less than \$3,000.

3. Crash occurred on private property.

SOURCE: COUNTY OF MAUI, MAUI POLICE DEPARTMENT.

6.2.3

**GASOLINE AND DIESEL AVERAGE PRICES
PER GALLON**

2019	Price per Gallon	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec
Wailuku	Regular	3.619	3.563	3.616	3.769	3.835	3.833	3.835	3.836	3.843	3.843	3.831	3.834
	Mid Grade	3.805	3.739	3.777	3.937	4.031	4.042	4.038	4.044	4.045	4.045	4.001	4.009
	Premium	3.898	3.846	3.862	4.044	4.168	4.184	4.181	4.180	4.192	4.175	4.160	4.140
	Diesel Prices	4.242	4.240	4.272	4.278	4.321	4.328	4.313	4.339	4.318	4.292	4.268	4.258
Hilo	Regular	3.298	3.350	3.472	3.660	3.735	3.734	3.767	3.773	3.773	3.784	3.769	3.764
	Mid Grade	3.422	3.482	3.625	3.821	3.924	3.914	3.960	3.971	3.964	3.970	3.957	3.949
	Premium	3.608	3.661	3.803	4.024	4.129	4.118	4.164	4.179	4.195	4.189	4.179	4.176
	Diesel Prices	4.278	4.286	4.279	4.296	4.308	4.321	4.347	4.347	4.343	4.340	4.332	4.329
O'ahu	Regular	3.130	3.114	3.224	3.447	3.525	3.530	3.528	3.531	3.539	3.545	3.539	3.535
	Mid Grade	3.309	3.290	3.394	3.633	3.732	3.742	3.740	3.741	3.746	3.758	3.765	3.762
	Premium	3.454	3.451	3.567	3.817	3.923	3.927	3.928	3.935	3.945	3.959	3.963	3.962
	Diesel Prices	4.168	4.163	4.164	4.185	4.216	4.214	4.211	4.209	4.208	4.207	4.214	4.213
Kaua'i	Regular	3.534	3.492	3.558	3.767	3.842	3.835	3.836	3.836	3.842	3.870	3.862	3.875
	Mid Grade	3.776	3.759	3.801	3.951	3.989	4.025	4.026	4.032	4.037	4.082	4.098	4.096
	Premium	3.860	3.820	3.874	4.041	4.115	4.112	4.151	4.134	4.186	4.194	4.199	4.213
	Diesel Prices	4.309	4.303	4.313	4.314	4.343	4.370	4.319	4.324	4.317	4.321	4.349	4.340

SOURCE: STATE OF HAWAII, DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, MONTHLY ENERGY TRENDS.

6.2.4

HIGHWAY DISTANCES MAUI COUNTY

State Routes	Route	Miles
30	High St, Honoapi'ilani Hwy, Kahekili Hwy	41.62
31	Pi'ilani Hwy ¹	7.15
36	Hāna Hwy	16.21
37	Haleakalā Hwy, Kula Hwy	21.34
360	Hāna Hwy, Keawa Pl	34.83
378	Haleakalā Crater Rd	10.10
Moloka'i		
450	Kamehameha V Hwy	27.50
460	Kaunakakai Pl & Maunaloa Hwy	16.55
Lāna'i		
440	Kaumalapau Hwy & Mānele Rd	13.17

1. Not including 4.86 miles proposed.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, 2019.

6.2.5

HAWAII DRIVER'S LICENSES IN FORCE AND VEHICLE REGISTRATION BY TYPE OF VEHICLE MAUI COUNTY

	2013	2014	2015	2016	2017	2018
Driver's Licenses in Force	110,585	111,664	114,569	118,852	120,703	121,448
All Vehicles	197,965	186,519	179,937	181,601	184,773	186,268
Motor Vehicles	193,610	182,467	176,034	177,680	180,802	182,327
Passenger vehicles ¹	154,715	144,683	138,937	139,856	141,425	143,310
Ambulances	16	17	21	23	21	19
Buses	201	192	188	192	161	163
Trucks ¹	33,263	32,587	32,489	33,173	33,570	32,959
Truck tractors	75	80	79	82	82	82
Truck cranes	76	76	85	86	89	91
Motorcycles, motorscooters ²	5,264	4,832	4,235	4,268	5,454	5,703
Trailers and semi-trailers	4,355	4,052	3,903	3,921	3,971	3,941

1. Vans, pickups, and other trucks under 6,500 lb. in personal use, legally classified as passenger vehicles, are included in the totals for trucks.

2. Excluding mopeds (1.5 HP or less), which are legally classified as bicycles.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, MOTOR VEHICLE SAFETY OFFICE, AND SAFE COMMUNITIES PROGRAM.

6.2.6

HIGHWAY BRIDGES BY ISLAND, DECEMBER 31, 2018

Island	Number of Bridges	Longest Bridge		Highest Bridge	
		Location	Length (feet)	Location	Height (feet)
State	752	Airport Viaduct	14,890	Nanue	208
Hawai'i	135	Hakalau	775	Nanue	208
Maui	98	Honokahua	600	Uaoa	79
Lāna'i	0	-	0	-	0
Moloka'i	19	Manawainui	360	Manawainui	50
O'ahu	445	Airport Viaduct	14,890	Kipapa	156
Kaua'i	55	Hanamaulu	1,150	Wahiawa, Koloa	90

Note: Limited to bridges under State jurisdiction and longer than 20 feet.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION.

6.2.7

LENGTH OF STREETS AND HIGHWAYS, PAVED AND UNPAVED BY ISLAND, DECEMBER 31, 2018

Island	Total Mileage	Paved		Unpaved
		Freeways	Other	
State Total	4,475.48	88.49	4,213.48	173.51
Hawai'i	1,491.84	-	1,431.84	60.00
Maui	658.31	-	601.21	57.10
Lāna'i	48.00	-	34.00	14.00
Moloka'i	136.32	-	124.32	12.00
O'ahu	1,699.08	88.49	1,602.67	7.92
Kaua'i	441.93	-	419.44	22.49

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION.

6.2.8

MOTOR VEHICLE FUEL CONSUMPTION AND VEHICLE MILES

Year	Highway Fuel Consumption ¹		Annual Vehicle Miles of Travel	
	Total (1,000 gallons)	Gallons per Vehicle ²	Total (millions)	Per Vehicle ²
Maui County				
2008	67,902	430	1,411.9	8,913
2009	67,412	441	1,369.2	8,921
2010	61,707	400	1,375.0	8,913
2011	69,460	420	1,471.3	8,895
2012	66,553	369	1,610.0	8,921
2013	67,451	348	1,716.2	8,864
2014	68,767	379	1,476.6	8,130
2015	71,127	404	1,563.3	8,881
2016	68,556	388	1,577.7	8,926
2017	74,117	412	1,605.6	8,926
2018	71,463	394	1,618.1	8,921
State				
2008	540,910	480	10,189.1	9,036
2009	545,413	488	10,095.2	9,031
2010	500,987	447	10,111.0	9,027
2011	546,247	462	10,653.9	9,020
2012	520,544	407	11,517.7	9,011
2013	523,856	391	12,078.2	9,006
2014	524,642	416	10,173.5	8,409
2015	540,559	480	11,129.7	9,465
2016	531,740	457	11,132.0	9,430
2017	553,656	478	11,350.6	9,415
2018	544,658	430	11,417.6	9,011

1. Includes gasoline, diesel oil, and butanol.

2. Data include passenger cars, buses, trucks, and motorcycles but exclude trailers and semi-trailers.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, PLANNING BRANCH.

6.2.9

VEHICLE REGISTRATION BY TAXATION STATUS BY COUNTY, 2018

Taxation Status	State Total	Maui	Hawai'i	Honolulu	Kaua'i
Taxable Vehicles	1,130,247	173,826	197,128	676,520	82,773
Exempt Vehicles	96,953	2,798	2,954	89,932	1,269
Federal government	451	3	5	443	0
State government	7,171	2	10	7,159	0
County government	8,444	1,246	1,203	5,371	624
Fire department	342	69	145	64	64
Police department	1,832	134	381	1,271	46
Consulates	53	0	2	51	0
Disabled veterans	508	8	371	122	7
Military non-resident	63,705	61	46	63,445	153
Farm	167	22	56	88	1
Horseless carriage	52	0	0	46	6
Electric vehicles	8,453	1,058	467	6,643	285
National Guard	5,775	195	268	5,229	83
Total Registered	1,227,200	176,624	200,082	766,452	84,042

SOURCE: HAWAII'S STATE DEPARTMENT OF TRANSPORTATION, SAFE COMMUNITIES PROGRAM.

6.2.10

DRIVERS INVOLVED IN FATAL CRASHES AND BLOOD ALCOHOL CONCENTRATION (BAC) OF THE DRIVER, 2018

County	All Drivers	No Alcohol BAC = 0.00		Any Alcohol BAC = 0.01 +		BAC = 0.01 - 0.07		BAC = 0.08 +	
		Number	%	Number	%	Number	%	Number	%
Hawai'i	31	18	58	13	42	4	13	9	29
Honolulu	62	40	65	22	35	4	6	18	29
Kaua'i	6	3	50	3	50	1	17	2	33
Maui	18	10	56	8	44	1	5	7	39
State	117	71	61	46	39	10	8	36	31

SOURCE: U.S. DEPARTMENT OF TRANSPORTATION, NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA), NATIONAL CENTER FOR STATISTICS & ANALYSIS, FATALITY ANALYSIS REPORTING SYSTEM.

6.2.11

TRAFFIC ACCIDENTS, TRAFFIC INJURIES, AND TRAFFIC DEATHS, BY COUNTY

	2013	2014	2015	2016 ³	2017 ⁴
Major Traffic Accidents¹					
Honolulu	1,650	2,368	2,304	5,792	5,949
Hawai'i	357	696	491	1,453	1,375
Kaua'i	249	324	386	551	467
Maui	17	644	578	1,237	1,111
Fatal Accidents²					
Honolulu	50	53	48	55	46
Hawai'i	21	13	17	27	33
Kaua'i	7	8	3	8	3
Maui	16	21	17	19	14
Persons Injured					
Honolulu	1,457	1,989	2,021	3,536	2,544
Hawai'i	377	618	404	818	837
Kaua'i	223	236	284	321	361
Maui	7	693	636	1,144	1,049
Persons Killed²					
Honolulu	53	53	48	59	49
Hawai'i	26	13	21	32	35
Kaua'i	7	8	3	8	6
Maui	16	21	21	21	17

1. Effective June 20, 1995, includes only accidents with damage of \$3,000 or more or causing injury or death.

2. Effective 2005, based on Fatality Analysis Reporting System (FARS) data published by the National Highway Traffic Safety Administration.

3. Revised from previous Data Book.

4. Preliminary.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, HIGHWAYS DIVISION, TRAFFIC BRANCH.

6.2.12

AIRCRAFT OPERATIONS BY TYPE OF AIRCRAFT MAJOR STATE-OWNED AIRPORTS, 2019

Airport	Total Operations	Air Carrier	Air Taxi	General Aviation	Military
Honolulu International	326,837	164,373	101,675	47,517	13,272
Kahului	158,961	56,277	78,342	22,844	1,498
Kona International	119,382	32,063	21,402	58,263	7,654
Līhu'e	126,833	27,246	77,982	19,440	2,165
Hilo International	59,620	15,607	3,145	37,084	3,784
Moloka'i	43,451	0	37,476	4,587	1,388
Kalaeloa	160,402	146	14	140,290	19,952

Definitions: Aircraft Operations: Total aircraft movements, takeoffs and landings, combined.

Air Carrier: Large commercial aircraft having more than 60 seats.

Air Taxi: Small commercial aircraft with 60 seats or less.

General Aviation: All types of civil aviation, including private jets, corporate jets, and helicopters.

SOURCE: FEDERAL AVIATION ADMINISTRATION, AIR TRAFFIC ACTIVITY SYSTEM, AIRPORT OPERATIONS, STANDARD REPORT.

6.2.13

AIRCRAFT OPERATIONS BY TYPE OF AIRCRAFT KAHULUI AND MOLOKA'I AIRPORTS

	2012	2013	2014	2015	2016	2017	2018	2019
Kahului Airport								
All movements	130,010	128,303	128,612	134,674	136,654	147,386	149,031	158,961
Air carrier	43,374	45,018	49,994	51,988	52,768	55,292	52,930	56,277
Air taxi	65,872	61,623	60,132	65,356	63,743	72,084	73,433	78,342
General aviation	18,418	18,998	15,995	14,878	18,156	18,510	21,325	22,844
Military	2,346	2,664	2,491	2,452	1,987	1,500	1,343	1,498
Moloka'i Airport								
All movements	34,672	34,518	34,363	37,328	44,822	38,622	40,541	43,451
Air carrier	0	1,358	329	0	2	332	0	0
Air taxi	26,475	24,005	27,020	31,728	38,896	33,349	35,793	37,476
General aviation	6,352	6,041	5,168	4,180	4,546	4,034	3,860	4,587
Military	1,845	3,114	1,846	1,420	1,378	907	888	1,388

SOURCE: FOR 2012 TO 2015, HAWA'I STATE DEPARTMENT OF TRANSPORTATION, AIRPORTS DIVISION. FOR 2016 TO 2019, FEDERAL AVIATION ADMINISTRATION, AIR TRAFFIC ACTIVITY SYSTEM, AIRPORT OPERATIONS, STANDARD REPORT.

6.2.14

PASSENGERS, CARGO AND MAIL, OVERSEAS AND INTERISLAND MAUI COUNTY AIRPORTS

Airport	2016		2017		2018	
	Outgoing	Incoming	Outgoing	Incoming	Outgoing	Incoming
Passengers¹						
Kahului						
Interisland	1,451,726	1,406,663	1,411,198	1,424,625	1,350,615	1,366,601
Overseas	2,014,867	1,996,417	2,072,007	2,075,936	2,274,252	2,282,982
Moloka'i	125,476	126,983	84,139	87,488	79,336	81,497
Lāna'i	43,225	43,291	37,864	37,492	41,996	41,381
Kapalua	28,629	28,074	35,760	35,729	46,574	47,569
Hāna	2,019	1,951	2,439	2,211	2,676	2,331
Kalaupapa	5,835	5,671	5,598	5,354	3,256	3,051
Cargo (U.S. tons)						
Kahului						
Interisland	6,019	13,706	8,478	25,211	8,174	27,176
Overseas	1,152	9,638	1,400	9,691	1,524	10,595
Moloka'i	201	810	156	353	48	231
Lāna'i	57	985	127	144	37	155
Kapalua	145	816	188	1,069	156	604
Hāna	0	0	0	0	0	0
Kalaupapa	22	92	0	0	0	0
Mail (U.S. tons)						
Kahului						
Interisland	1,603	4,938	1,741	6,277	1,590	4,838
Overseas	688	3,352	12	0	0	8
Moloka'i	0	0	0	0	0	0
Lāna'i	0	0	0	0	0	0
Kapalua	0	0	0	0	0	0
Hāna	0	0	0	0	0	0
Kalaupapa	0	0	0	0	0	0

1. Revenue and non-revenue passengers, excluding passengers in transit and Military Airlift Command (MAC).

Note: Overseas includes both U.S. mainland and international flights.

SOURCE: HAWAII STATE DEPARTMENT OF TRANSPORTATION, AIRPORTS DIVISION.

6.2.15

VESSEL ARRIVALS FOR KAHULUI HARBOR

Foreign and domestic fishing craft

	2013	2014	2015	2016	2017
Total Inbound Vessels	688	1,033	1,364	802	688
By Type of Vessel					
Self propelled vessels					
Passenger and dry cargo	60	66	79	56	58
Tanker	12	11	3	13	13
Towboat or tugboat	307	494	559	289	164
Non-self propelled vessels					
Dry cargo	238	357	623	350	356
Tanker	71	105	100	94	97
By Draft					
Less than or equal 18 feet	562	851	875	592	486
More than 8 feet	126	182	489	210	202

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES, PART 4, PACIFIC COAST, ALASKA, AND HAWAI'I, CALENDAR YEARS.

6.2.16

FREIGHT TRAFFIC KAHULUI HARBOR

In thousands short tons

	Total	Inbound	Outbound
2008	3,958	2,409	1,549
2009	2,139	1,358	781
2010	2,114	1,338	776
2011	3,504	2,233	1,272
2012	4,711	2,762	1,949
2013	3,669	2,302	1,367
2014	3,739	2,421	1,317
2015	3,720	2,361	1,358
2016	3,858	2,396	1,462
2017	3,671	2,425	1,246

Note: Totals may not add due to rounding.

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES, PART 4, PACIFIC COAST, ALASKA, AND HAWAI'I, CALENDAR YEARS.

6.2.17

FREIGHT TRAFFIC BY COMMODITY KAHULUI HARBOR

In thousand short tons

2017	Total	Domestic Inbound	Domestic Outbound	Foreign Inbound
All Commodities	3,671	2,404	1,246	21
Total Petroleum and Petroleum Products	462	441	0	21
2211 Gasoline	73	73	0	0
2221 Kerosene	133	133	0	0
2330 Distillate fuel oil	165	165	0	0
2340 Residual fuel oil	63	63	0	0
2350 Lube oil & greases	1	1	0	0
2640 Hydrocarbon & petrol gases	28	7	0	21
Total Chemicals and Related Products	13	12	1	0
3190 Fertilizers & mixes NEC	2	2	0	0
3220 Alcohols	10	10	0	0
3299 Chemical products NEC	1	0	1	0
Total Crude Materials, Inedible (Except Fuels)	31	19	12	0
4189 Lumber	17	17	0	0
4190 Forest products NEC	1	1	0	0
4225 Pulp & waste paper	7	0	7	0
4420 Iron & steel scrap	5	1	5	0
Total Primary Manufactured Goods	72	66	6	0
5190 Paper products NEC	4	4	0	0
5220 Cement & concrete	56	56	0	0
5360 Iron & steel bars & shapes	2	2	1	0
5370 Iron & steel pipe & tube	1	1	0	0
5480 Fabricated metal products	8	3	5	0

CONTINUES ON THE NEXT PAGE

6.2.17

CONTINUED

	Total	Domestic Inbound	Domestic Outbound	Foreign Inbound
Total Food and Farm Products	188	124	64	0
6134 Fish (not shellfish)	2	2	0	0
6442 Rice	2	2	0	0
6654 Vegetables & products	14	14	0	0
6781 Hay & fodder	2	2	0	0
6782 Animal feed, prepared	3	3	0	0
6811 Meat, fresh, frozen	1	1	0	0
6839 Animals & products NEC	3	1	2	0
6861 Sugar	31	0	31	0
6865 Molasses	25	0	25	0
6885 Alcoholic beverages	30	28	2	0
6887 Groceries	10	7	2	0
6889 Food products NEC	60	59	1	0
6899 Farm products NEC	5	5	0	0
Total All Manufactured Equipment, Machinery	2,905	1,742	1,163	0
7110 Machinery (not electric)	2	2	1	0
7120 Electrical machinery	2	1	1	0
7210 Vehicles & parts	149	82	67	0
7230 Ships & boats	1	1	1	0
7400 Manufactured wood products	49	40	9	0
7600 Rubber & plastic products	1	0	0	0
7900 Manufactured products NEC	2,701	1,617	1,084	0

NEC: Not elsewhere classified

Note: Totals may not add due to rounding.

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES,
PART 4, PACIFIC COAST, ALASKA, AND HAWAII', CALENDAR YEARS.

6.2.18

FREIGHT TRAFFIC BY COMMODITY HISTORICAL, KAHULUI HARBOR

In short tons

	2013	2014	2015	2016
All Commodities	3,668,583	3,738,648	3,719,568	3,858,000
Receipts	2,301,849	2,421,915	2,361,345	2,375,000
Shipments	1,366,734	1,316,733	1,358,223	1,453,000
Total Coal	33,000	0	0	0
Receipts	0	0	0	0
Shipments	33,000	0	0	0
Total Petroleum and Petroleum Products	417,242	468,138	390,767	410,000
Receipts	416,709	465,298	389,888	388,000
Shipments	533	2,840	879	1,000
Total Chemicals and Related Products	18,579	22,945	17,073	16,000
Receipts	18,208	22,705	15,718	15,000
Shipments	371	240	1,355	0
Total Crude Materials, Inedible (Except Fuels)	27,387	35,499	37,036	35,000
Receipts	14,162	21,666	21,857	20,000
Shipments	13,225	13,833	15,179	14,000
Total Primary Manufactured Goods	59,551	60,159	64,229	68,000
Receipts	54,456	54,986	58,594	63,000
Shipments	5,095	5,173	5,635	5,000
Total Food and Farm Products	287,061	200,535	211,084	313,000
Receipts	105,666	105,102	100,592	113,000
Shipments	181,395	95,433	110,492	191,000
Total All Manufactured Equipment, Machinery	2,825,193	2,951,353	2,999,370	3,016,000
Receipts	1,692,644	1,752,158	1,774,687	1,775,000
Shipments	1,132,549	1,199,195	1,224,683	1,241,000
Total Waste and Scrap, NEC	566	19	9	0
Receipts	0	0	9	0
Shipments	566	19	0	0
Total Unknown or Not Elsewhere Classified	4	0	0	0
Receipts	4	0	0	0
Shipments	0	0	0	0

NEC: Not elsewhere classified

Note: Totals may not add due to rounding.

SOURCE: U.S. DEPARTMENT OF THE ARMY, CORPS OF ENGINEERS, WATERBORNE COMMERCE OF THE UNITED STATES,
PART 4, PACIFIC COAST, ALASKA, AND HAWAII, CALENDAR YEARS.

Energy & Science



Section 7

ENERGY & SCIENCE

The growth in Maui County's population is reflected in the utilities. Consumption and use of electricity, gas, utilities, and water have all increased dramatically over the last decade. This section details those statistics on electricity, gas, water production and consumption.

Ongoing scientific endeavors include observation of astronomical and man-made space objects from the summit of Mt. Haleakalā.

7.1.1

TELESCOPES AT THE SUMMITS OF MAUNA KEA AND HALEAKALĀ

Facility (mirror diameter in meters)	Capital Cost (\$ mil) ¹	Annual Operating Cost (\$ mil)	County Based Staff	Operational
Mauna Kea Observatories:				
UH 2.2-m (Optical/Infrared)	5	1.0	6	1970
Canada-France-Hawai'i 3.6-m (Optical/Infrared)	30	7.4	49	1979
NASA IRTF 3.0-m (Infrared)	10	5.1	19	1979
UKIRT 3.8-m (Infrared)	5	2.2	6	1979
James Clerk Maxwell 15-m Submillimeter	32	4.7	36	1986
VLBA Antenna 25-m (Radio)	7	0.4	2	1992
W.M. Keck Observatory (Keck I & II)				
10-m x 2 (Optical/Infrared)	170	14.2	125	1992/1996
Subaru (Japan National Large Telescope)				
8-m (Optical/Infrared)	170	17.0	101	1999
Fredrick C. Gillett Gemini 8m (Optical/Infrared)	92	15.0	83	1999
Submillimeter Array 8x6-m	80	5.5	23	2003
Mauna Kea Observatories Support Services	X	5.4 ²	51	1980
Total	601	72.4	501	
Haleakalā Observatories:				
Mees Solar Observatory	1	0.2	1	1963
Haleakalā Observatories Projects	X	0.2	2	NA
Maui Space Surveillance Site (MSSS)	250	26.3	117	1965
Ground-Based Electro-Optical Deep Space				
Surveillance (GEODSS)	25	6.1	16	1983
Faulkes 2-m Telescope	10	0.6	2	2003
Transportable Laser Ranging System (TLRS4)	1	0.5	5	2005
Panoramic Survey Telescope And Rapid				
Response System (Pan-STARRS)	110	5.6	11	2009
Haleakalā Support Facilities	9	1.2	15	1962/2008
Daniel K. Inouye Solar Telescope (DKIST) ³	344	18.0 ⁴	35	
Total	749	40.7	202	

X Not applicable. Note: 2016 data for Mauna Kea and 2017 data for Haleakala.

1. Historical cost, not adjusted for inflation, and not including subsequent capital improvements for Mauna Kea Observation.

2. Only \$1.9 million of this included in total as the other \$3.5 million are part of facility operating costs.

3. Daniel K. Inouye Solar Telescope scheduled to be operational by 2020.

4. Operational cost of \$18 million not included in the total.

SOURCE: UNIVERSITY OF HAWAII'Ī AT MANOA, INSTITUTE FOR ASTRONOMY.

7.1.2

ELECTRIC UTILITIES MAUI COUNTY

	2014	2015	2016	2017	2018
Customers, Dec 31					
Total					
Maui Island	65,124	65,603	65,922	66,394	66,902
Moloka'i	3,186	3,212	3,212	3,226	3,236
Lāna'i	1,732	1,718	1,738	1,732	1,737
Maui County	70,042	70,533	70,872	71,352	71,875
Residential					
Maui Island	55,670	56,085	56,318	56,728	57,232
Moloka'i	2,648	2,672	2,671	2,689	2,693
Lāna'i	1,484	1,474	1,486	1,485	1,485
Maui County	59,802	60,231	60,475	60,902	61,410
Other					
Maui Island	9,454	9,518	9,604	9,666	9,670
Moloka'i	538	540	541	537	543
Lāna'i	248	244	252	247	252
Maui County	10,240	10,302	10,397	10,450	10,465
Peak Demand (mW)¹					
Maui Island	190.3	194.7	222.0	202.9	195.7
Moloka'i	5.4	5.3	6.0	5.9	5.6
Lāna'i	5.0	4.8	5.0	6.0	5.3
Power Sold (1,000 kWh)					
Total					
Maui Island	1,076,321	1,083,129	1,059,576	1,036,638	1,040,743
Moloka'i	29,207	28,685	28,169	28,199	29,014
Lāna'i	26,529	25,817	29,997	29,947	29,263
Maui County	1,132,056	1,137,630	1,117,742	1,094,784	1,099,020
Residential					
Maui Island	364,174	363,863	348,787	345,906	364,501
Moloka'i	9,915	9,811	10,000	10,379	10,542
Lāna'i	7,890	7,492	7,569	7,407	7,979
Maui County	381,979	381,167	366,356	363,692	383,022
Other					
Maui Island	712,146	719,265	710,789	690,732	676,241
Moloka'i	19,292	18,873	18,169	17,820	18,472
Lāna'i	18,639	18,325	22,428	22,540	21,284
Maui County	750,077	756,464	751,386	731,093	715,997

CONTINUES ON THE NEXT PAGE

7.1.2

CONTINUED

	2014	2015	2016	2017	2018
Average Annual Use, Dec 31 (kWh)					
Residential					
Maui Island	6,542	6,488	6,193	6,098	6,369
Moloka'i	3,744	3,672	3,744	3,860	3,915
Lāna'i	5,317	5,083	5,094	4,988	5,373
Other					
Maui Island	75,327	75,569	74,010	71,460	69,932
Moloka'i	35,858	34,951	33,584	33,184	34,018
Lāna'i	75,156	75,103	89,000	91,257	84,462
Average Rate (dollars per kWh)					
Residential					
Maui Island	0.37827	0.31048	0.28485	0.30644	0.33907
Moloka'i	0.47062	0.37597	0.32700	0.35574	0.40156
Lāna'i	0.45848	0.37630	0.33518	0.35872	0.40137
Other					
Maui Island	0.36142	0.29260	0.26509	0.28580	0.32257
Moloka'i	0.45366	0.35837	0.31042	0.33900	0.38917
Lāna'i	0.45907	0.38325	0.33645	0.35839	0.40499
Revenues (\$1,000)					
Total					
Maui Island	395,142	323,427	287,774	303,413	341,723
Moloka'i	13,418	10,452	8,910	9,733	11,422
Lāna'i	12,174	9,842	10,083	10,735	11,822
Maui County	420,734	343,722	306,767	323,882	364,967
Residential					
Maui Island	137,757	112,973	99,352	105,999	123,590
Moloka'i	4,666	3,689	3,270	3,692	4,233
Lāna'i	3,617	2,819	2,537	2,657	3,202
Maui County	146,040	119,481	105,159	112,348	131,025
Other					
Maui Island	257,385	210,455	188,422	197,414	218,133
Moloka'i	8,752	6,764	5,640	6,041	7,189
Lāna'i	8,557	7,023	7,546	8,078	8,620
Maui County	274,694	224,241	201,608	211,533	233,942

mW: Megawatts

kWh: Kilowatt hours

1. Peak demand is the maximum amount of energy required from the electrical system. The islands' electrical systems are not interconnected, so no peaks are reported for Maui County as a whole.

SOURCE: MONTHLY FINANCIAL REPORTS ISSUED BY MAUI ELECTRIC COMPANY, CALCULATIONS BY HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

7.1.3
GAS UTILITIES
MAUI COUNTY

Excludes bottled gas

	2014	2015	2016	2017	2018
Island of Maui					
Customers, Dec. 31					
Residential	423	423	417	448	600
Other	88	89	89	89	95
Total	511	512	506	535	695
Gas Sold (1,000 therms)					
Residential	104	100	98	102	104
Other	798	740	710	736	788
Total	902	840	809	838	892
Average Annual Use (therms)					
Residential	246	237	236	229	173
Other	9,065	8,314	7,982	8,269	8,292
Average Rate (dollar per therm)					
Residential	4.26276	3.88384	3.47193	3.30761	3.75579
Other	2.86278	2.43153	2.03090	1.90937	2.06648
Revenues (\$1,000)					
Residential	443	390	341	339	390
Other	2,284	1,799	1,443	1,405	1,628
Total	2,727	2,189	1,784	1,744	2,018
Islands of Moloka'i and Lāna'i¹					
Customers, Dec. 31					
Moloka'i	84	82	84	82	73
Lāna'i	22	22	22	22	22
Gas Sold (1,000 therms)					
Moloka'i	15	14	16	15	13
Lāna'i	3	3	4	4	3
Average Annual Use (therms)					
Moloka'i	181	175	192	180	184
Lāna'i	129	136	169	176	153
Average Rate (dollar per therm)					
Moloka'i	4.85508	4.37824	3.87047	3.84605	4.04874
Lāna'i	5.54700	5.07402	4.48074	4.41766	4.49091
Revenues (\$1,000)					
Moloka'i	74	63	62	57	54
Lāna'i	16	15	17	17	15

1. All Moloka'i and Lāna'i customers are residential.

SOURCE: HAWAII GAS THE CLEAN ENERGY COMPANY, HAWAII GAS UTILITY MONTHLY FINANCIAL REPORTS,
CALCULATIONS BY HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

7.1.4

ENERGY CONSUMPTION ESTIMATES BY SOURCE HAWAI'I STATE ENERGY REPORT

In trillion BTU

	2013	2014	2015	2016	2017
Coal	15.3	17.2	15.6	16.4	14.9
Natural Gas	0.2	0.2	0.2	0.2	0.2
Petroleum					
Distillate fuel oil	33.0	25.2	27.3	26.2	27.4
Jet fuel	64.2	73.3	76.1	74.3	73.2
Liquefied petroleum gas	3.2	3.2	2.7	3.1	3.8
Motor gasoline	51.0	51.5	51.5	52.7	52.4
Residual fuel oil	65.2	62.1	61.3	60.9	63.2
Other	16.3	0.0	0.0	17.8	17.9
Total Petroleum	233.0	234.2	218.9	234.9	237.8
Renewable Energy					
Hydroelectric	0.7	0.9	1.1	0.8	0.6
Biomass	11.2	11.4	11.5	12.5	9.4
Wood and waste	8.2	7.5	7.5	8.5	5.4
Ethanol fuel	3.0	3.9	3.9	4.0	4.0
Geothermal	2.6	2.2	2.2	2.4	3.0
Solar / Photovoltaic	9.3	8.4	8.4	9.8	12.6
Wind	4.8	5.7	5.7	5.9	4.9
Total Renewable Energy	28.6	28.6	28.8	31.4	30.5
Total Energy Consumption	277.1	280.2	263.5	282.9	283.4

Note: Totals may not equal sum of components due to independent rounding.

SOURCE: U.S. DEPARTMENT OF ENERGY, ENERGY INFORMATION ADMINISTRATION, STATE ENERGY DATA SYSTEM.

7.1.5

**WATER SERVICES AND CONSUMPTION
MAUI COUNTY**

Years ending June 30

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019
	Number of Services									
Maui County	35,611	35,698	35,753	35,866	36,040	36,104	36,211	36,365	36,615	36,719
Maui	33,947	34,038	34,090	34,200	34,373	34,439	34,552	34,692	34,931	35,028
Moloka'i	1,664	1,660	1,663	1,666	1,667	1,665	1,659	1,673	1,684	1,691
	Consumption (million gallons)									
Maui County	12,214	12,371	12,675	13,253	11,851	11,684	11,785	11,624	11,750	11,675
Maui	11,916	12,089	12,410	12,958	11,592	11,427	11,523	11,376	11,509	11,450
Moloka'i	298	282	265	295	259	257	262	248	241	225

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, DATA COMPILED FROM COUNTY OF MAUI DEPARTMENT OF WATER SUPPLY.

7.1.6

**DAILY AVERAGES FOR WATER PRODUCTION
BY AREA, MAUI COUNTY, 2019**

In thousands of gallons

Area	Jan	Feb	Mar	Apr	May	June	July	Aug	Sept	Oct	Nov	Dec	Previous 12 Months
Central Maui													
Groundwater-Īao	15,045	13,250	14,518	16,084	16,222	18,145	18,966	17,613	17,640	17,293	16,653	13,399	16,236
Īao Tunnel	3,891	3,384	4,054	4,170	3,995	4,137	4,387	4,035	4,194	4,078	4,327	4,699	4,113
Groundwater-Waihe'e	720	697	720	720	720	720	718	720	710	700	720	720	715
Kepaniwai	1,588	1,577	1,584	1,589	1,582	1,604	1,592	1,587	1,618	1,623	1,615	1,610	1,597
Maui Lani	1,102	1,324	1,103	1,107	1,077	1,086	1,087	1,138	1,027	948	929	908	1,070
Surface water	1,154	1,065	1,379	1,700	1,573	1,720	1,382	1,499	1,537	1,713	1,545	1,684	1,496
Upcountry Maui													
Surface water	5,719	4,479	5,694	6,047	5,819	7,334	7,320	6,409	6,757	7,220	8,298	6,479	6,465
Groundwater	793	791	745	776	834	1,146	1,369	955	887	860	1,499	1,870	1,044
West Maui													
Surface water	3,392	3,055	3,410	3,511	3,418	3,632	3,450	3,622	3,230	3,072	2,740	3,115	3,304
Groundwater	1,843	1,473	1,758	2,042	2,120	2,489	2,495	2,456	2,736	2,837	2,852	2,476	2,298
East Maui													
Groundwater	282	274	294	297	270	308	342	354	374	355	358	370	323
Moloka'i													
Groundwater	813	649	833	947	952	1,002	957	975	1,018	726	730	733	861
Total Water Production	36,342	32,018	36,092	38,990	38,582	43,323	44,065	41,362	41,728	41,425	42,266	38,663	39,571

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, MONTHLY WATER PRODUCTION.

7.1.7

WATER SYSTEM SERVICE CHARGES AND DEVELOPMENT FEE SCHEDULES

In \$ per 1,000 gallons

Water Service Charges (Fiscal Year 2019)

Schedule A		Schedule B (Meter Size)	Per meter/ per month
Family Dwellings, 5/8" meters			
0 - 5,000 gal	\$2.00	5/8 inch	\$19.25
5,001 - 15,000	\$3.80	3/4 inch	\$31.00
15,001 - 35,000	\$5.70	1 inch	\$46.00
Over 35,000	\$6.35	1 1/2 inch	\$88.00
Rates (All Others)			
0 - 5,000 gal	\$2.00	2 inch	\$137.00
5,001 - 15,000	\$3.80	3 inch	\$242.00
Over 15,000	\$5.70	4 inch	\$420.00
Agricultural Rates			
Over 15,000	\$1.10	6 inch	\$770.00
Non-Potable Agricultural Rates			
All usage	\$1.00	8 inch	\$1,215.00

**Water System
Development Fee Schedule**

Meter Size	Fee*
5/8 inch	\$12,060
3/4 inch	\$18,884
1 inch	\$33,356
1 1/2 inch	\$71,948
2 inch	\$125,012
3 inch	\$279,380
4 inch	\$496,460
6 inch	\$1,113,932
8 inch	\$1,977,428
10 inch	\$3,089,360
12 inch	\$4,447,436

* Plus installation charges.

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY.

7.1.8

**WATER SERVICE BY METER SIZE
MAUI COUNTY**

Fiscal year ending June 30, 2019

District	5/8"	3/4"	1"	1 1/2"	2"	3"	4"	6"	8"	Total
Regular Rates										
Wailuku	17,450	1,775	568	441	426	59	35	5	1	20,760
Makawao	9,051	365	184	83	32	9	1	1	0	9,726
Lahaina	2,710	299	131	128	124	27	10	2	0	3,431
Hāna	462	42	9	6	4	1	0	0	0	524
Moloka'i	1,573	44	33	15	17	2	0	1	0	1,685
Subtotal	31,246	2,525	925	673	603	98	46	9	1	36,126
Agricultural Meters										
Wailuku	17	14	2	2	1	2	1	0	0	39
Makawao	270	49	69	82	34	0	0	1	0	505
Lahaina	4	3	5	0	1	0	1	0	0	14
Hāna	27	0	2	0	0	0	0	0	0	29
Moloka'i	3	1	2	0	0	0	0	0	0	6
Subtotal	321	67	80	84	36	2	2	1	0	593
Total	31,567	2,592	1,005	757	639	100	48	10	1	36,719

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2019.

7.1.9

**OUTSIDE WATER DELIVERIES TO
DEPARTMENT OF WATER SUPPLY
MAUI COUNTY**

Fiscal year ending June 30, 2019

	1,000 Gallons	Amount	Cost per 1,000 Gallons
Purchased from			
East Maui Irrigation	2,289,958	138,085	0.060
Wailuku Water Co.	512,826	269,289	0.525
Maui Land & Pine	584,061	164,381	0.281
Hawaiian Home Lands*	6,094	50,171	8.233
Total	3,392,939	621,926	0.183
District			
Wailuku	512,826	269,289	0.525
Kula	185,964	11,214	0.060
Makawao	2,096,585	126,424	0.060
Lahaina	584,061	164,381	0.281
Hāna	7,409	447	0.060
Moloka'i	6,094	50,171	8.233
Total	3,392,939	621,926	0.183

* Billed bi-monthly.

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2019.

7.1.10

WATER SALES TO GENERAL AND AGRICULTURAL CONSUMERS BY DISTRICT, MAUI COUNTY

Fiscal year ending June 30, 2019

District	Services	Change from FY 2018	Consumption (1,000 gal)	Change from FY 2018 (1,000 gal)
Wailuku District				
Wailuku	6,403	33	1,312,504	7,393
Waihe'e	201	5	25,868	642
Waikapū	972	2	121,485	(2,932)
Wailuku Heights	498	1	68,804	418
Kahului	5,314	(22)	1,495,568	(7,968)
Pu'unēnē	11	0	18,508	2,130
Kīhei	6,034	17	3,918,195	9,415
Mā'alaea	45	0	111,020	3,778
Mākena	203	0	216,232	3,514
Pā'ia-Kū'au	912	0	138,647	(12,934)
Spreckelsville	206	0	62,032	1,894
Subtotal	20,799	36	7,488,863	5,350
Makawao District				
Kokomo-Kaupakalua	1,157	10	142,257	(6,423)
Kuiaha	303	1	42,900	726
Ha'ikū-Pa'uwela	849	(4)	109,361	(10,550)
Makawao	2,018	2	255,242	(13,668)
Pukalani	2,129	7	292,253	(17,753)
Hāli'imaile	199	(1)	29,270	(5,483)
Upper Kula	2,335	23	432,765	12,397
Lower Kula	1,122	10	605,542	(5,691)
'Ulupalakua-Kanaio	81	0	49,390	3,644
Kula Ag. Park	38	(1)	126,707	(13,805)
Subtotal	10,231	47	2,085,687	(58,058)
Lahaina District				
Lahaina	2,178	12	815,899	15,177
Honokōwai	450	0	500,554	(7,154)
'Alaeloa	804	1	500,362	(12,920)
Honokōhau	13	0	1,045	(3)
Subtotal	3,445	13	1,817,860	(4,900)
Moloka'i District				
Kawela-Kaunakakai	1,176	7	169,165	(8,970)
'Ualapu'e	396	0	48,688	(6,566)
Kala'e	113	0	6,699	(565)
Hālawa	6	0	0	0
Subtotal	1,691	7	224,552	(16,101)
Hāna District				
Hāna	408	1	46,187	(1,985)
Nāhiku	38	0	3,296	250
Ke'anae	86	0	6,362	183
Kaupō	21	0	1,730	214
Subtotal	553	1	57,575	(1,338)

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2019.

7.1.11

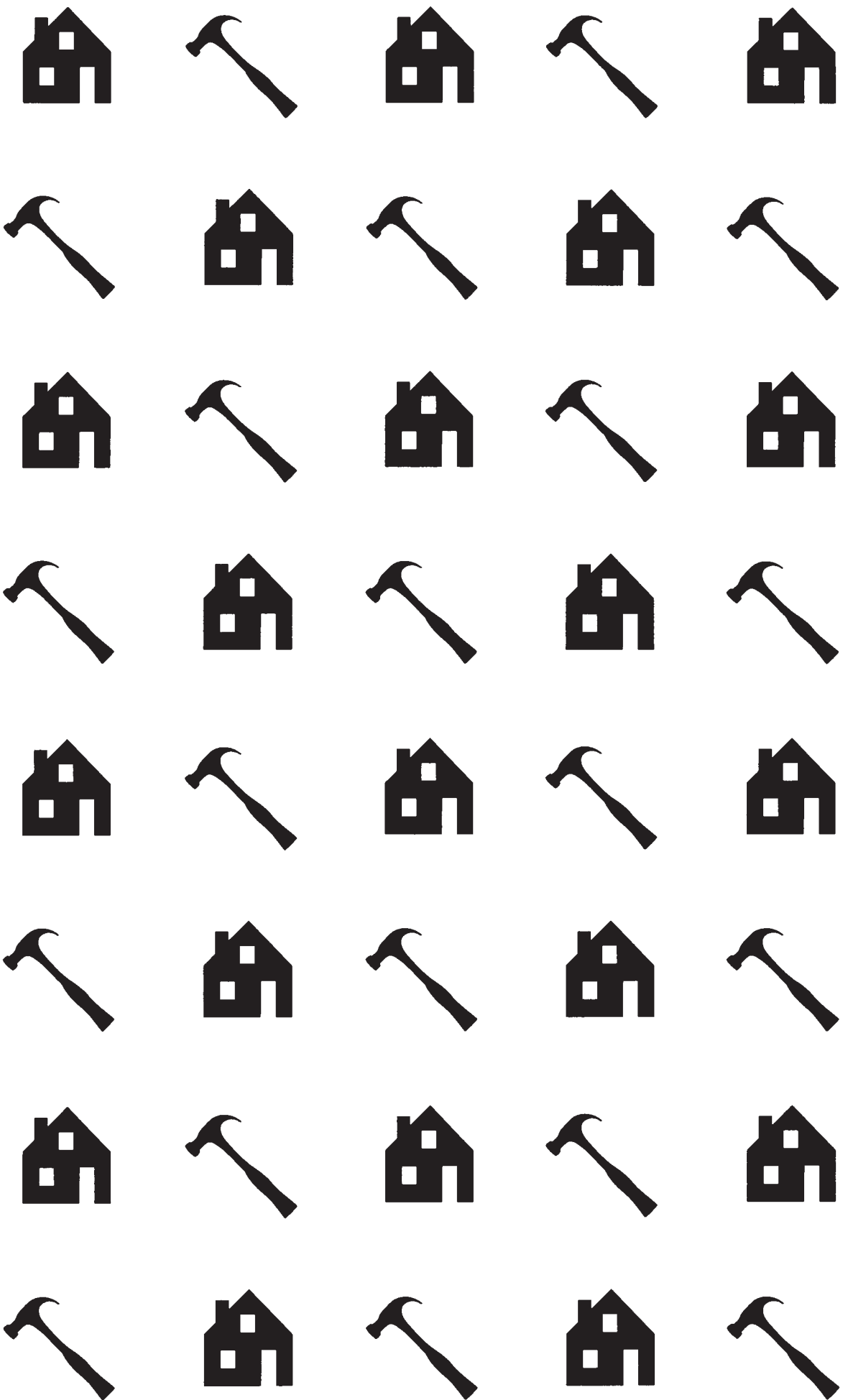
WATER CONSUMPTION BY DISTRICT MAUI COUNTY

Fiscal year ending June 30, 2019; In 1,000 gallons

Months	Total	Wailuku	Makawao	Kula	Lahaina	Moloka'i	Hāna
General							
July	977,741	651,309	79,797	53,410	164,849	23,983	4,393
August	973,902	649,639	74,050	51,311	169,827	24,075	5,000
September	919,495	624,431	76,433	37,871	163,366	14,159	3,235
October	811,235	555,407	63,460	37,142	128,181	21,419	5,626
November	931,753	640,271	72,586	46,861	151,424	16,686	3,925
December	847,588	570,580	64,035	45,114	143,713	20,259	3,887
January	892,494	602,725	65,199	47,495	149,106	23,340	4,629
February	798,188	539,905	64,259	35,609	144,274	10,962	3,179
March	705,037	472,272	54,803	36,696	119,909	17,308	4,049
April	882,001	597,200	63,814	48,163	139,916	28,166	4,742
May	930,742	639,704	67,939	43,040	155,199	19,952	4,908
June	1,024,122	712,170	82,031	58,426	167,603	316	3,576
Total	10,694,298	7,255,613	828,406	541,138	1,797,367	220,625	51,149
Agricultural							
July	104,722	23,894	4,921	72,596	1,969	693	649
August	93,995	20,530	4,186	66,381	1,724	439	735
September	74,363	15,054	3,861	53,460	1,692	176	120
October	71,980	15,243	3,235	50,510	1,527	471	994
November	81,256	23,043	3,580	51,655	1,997	241	740
December	75,486	18,272	2,943	51,641	1,685	203	742
January	84,355	20,662	3,393	57,806	1,617	273	604
February	51,976	15,265	3,235	31,621	1,571	38	246
March	61,517	13,373	2,351	43,892	1,125	340	436
April	93,293	22,504	3,043	65,212	1,609	384	541
May	81,000	22,537	3,477	52,031	1,938	669	348
June	106,296	22,873	4,652	76,461	2,039	0	271
Total	980,239	233,250	42,877	673,266	20,493	3,927	6,426
Grand Total	11,674,537	7,488,863	871,283	1,214,404	1,817,860	224,552	57,575

SOURCE: COUNTY OF MAUI, DEPARTMENT OF WATER SUPPLY, ANNUAL REPORT FY 2019.

Construction & Housing



Section 8

CONSTRUCTION & HOUSING

Statistics on building permits, construction authorizations and modifications for both public and private projects are covered in this section. Tenure and control of real property is reflected here, as are Maui's housing characteristics by division and census designated place.

In 2018, there were approximately 52,794 occupied housing units on Maui of which around 33,753 (63.9%) were owner-occupied. The number of occupied housing units decreased slightly from 2017 when there were 53,560 units. The percentage of owner-occupied units has increased of 7.8% since 2017.

8.1.1

NUMBER AND VALUE OF BUILDING PERMITS MAUI COUNTY

Year	Number Issued	Estimated Value (\$1,000)
2004	2,472	448,831
2005	2,348	831,416
2006	2,404	979,412
2007	2,196	727,772
2008	1,607	443,840
2009	1,130	224,437
2010	1,016	194,607
2011	1,076	243,683
2012	1,169	366,994
2013	1,200	325,014
2014	1,267	443,617
2015	1,280	731,491
2016	1,178	384,686
2017	1,348	477,528
2018	1,232	559,832
2019	1,301	486,529

SOURCE: MAUI COUNTY; COMPILED BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

8.1.2

VALUE OF BUILDING PERMITS BY TYPE MAUI COUNTY

In thousands of dollars

Category	2014	2015	2016	2017	2018	2019
Residential	121,382	177,596	192,976	209,937	240,388	218,056
Hotel	256	307,990	0	0	67,518	46,225
Non-residential	131,646	122,405	99,579	119,738	137,673	78,591
Additions and alterations	190,333	123,500	92,131	147,853	114,253	143,658
Total	443,617	731,491	384,686	477,528	559,832	486,530

SOURCE: MAUI COUNTY; COMPILED BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

8.1.3

PRIVATE RESIDENTIAL CONSTRUCTION AUTHORIZATIONS MAUI COUNTY

	2015	2016	2017	2018 ¹	2019 ²
Authorized Housing Units (number)					
New single family units	332	256	489	372	517
New multi-family units	170	311	372	466	140
Total	502	567	861	838	657
Permit Value (\$)					
New single family units	89,543,401	73,135,490	149,497,808	131,904,614	171,364,755
New multi-family units	50,121,464	77,972,073	60,451,736	108,483,544	46,691,194
Total	139,664,865	151,107,563	209,949,544	240,388,158	218,055,949

1. Revised data. 2. Preliminary data from the County of Maui.

SOURCE: U.S. CENSUS BUREAU, ANNUAL NEW PRIVATELY-OWNED RESIDENTIAL BUILDING PERMITS; COUNTY OF MAUI, DEVELOPMENT SERVICES ADMINISTRATION, BUILDING PERMIT SECTION.

8.1.4

PRIVATE RESIDENTIAL CONSTRUCTION AND DEMOLITION AUTHORIZED BY PERMITS MAUI COUNTY

Year	New Single Family Units	New Duplex Units	New Apartments	Units Demolished
2003	889	6	206	47
2004	1,160	28	371	44
2005	971	206	388	52
2006	1,083	44	304	47
2007	1,062	34	217	48
2008	535	142	113	39
2009	280	8	107	23
2010	212	8	59	26
2011	203	2	12	23
2012	251	6	249	26
2013	329	4	16	30
2014	331	14	0	44
2015	336	20	158	29
2016	265	40	3	0
2017	484	47	404	26
2018	374	28	438	32

SOURCE: COMPILED FROM COUNTY BUILDING DEPARTMENTS BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT & TOURISM.

8.1.5

LOW INCOME RENTAL HOUSING AFFORDABILITY BY COUNTY

	Maui County	Hawai'i County	Honolulu County	Kaua'i County	State
Housing Wage					
Hourly wage necessary to afford 2 bedroom FMR	\$32.21	\$25.88	\$39.75	\$29.44	\$36.82
Housing Cost					
2 bedroom FMR	\$1,675	\$1,346	\$2,067	\$1,531	\$1,914
Income needed to afford 2 bedroom FMR	\$67,000	\$53,840	\$82,680	\$61,240	\$76,577
Full-time jobs at minimum wage to afford 2 bedroom FMR	3.2	2.6	3.9	2.9	3.6
Area Median Income (AMI)					
Annual AMI	\$83,800	\$70,100	\$99,000	\$90,000	\$92,483
Rent affordable at AMI	\$2,095	\$1,753	\$2,475	\$2,250	\$2,312
30% of AMI	\$25,140	\$21,030	\$29,700	\$27,000	\$27,745
Rent affordable at 30% of AMI	\$629	\$526	\$743	\$675	\$694
Renter Households					
Number	22,158	22,112	138,209	8,350	190,880
% of total households	41%	33%	44%	37%	42%
Estimated mean renter hourly wage	\$14.99	\$13.24	\$17.65	\$14.79	\$16.68
Rent affordable at mean wage	\$780	\$689	\$918	\$769	\$868
Full time jobs at mean renter wage needed to afford 2 bedroom FMR	2.1	2.0	2.3	2.0	2.2

FMR: Fair Market Rent, calculated by the U.S. Department of Housing and Urban Development.

SOURCE: NATIONAL LOW INCOME HOUSING COALITION, OUT OF REACH 2019.

8.1.6

PLANNED ADDITIONS TO AND SUBTRACTIONS FROM MAUI VISITOR INDUSTRY PLANT SUPPLY

Name of Facility	Planned Type	Planned Units	Estimated Completion
Maui Palms Expansion	Hotel	136	2020
Maui Lu Timeshare	Timeshare	388	2019
Kamaole Grand	Condo	217	NA
Kamaole Heights	Hotel / Condo	24	NA
Kula Lodge	Hotel	15	NA
Westin Kā'anapali Ocean Resort III	Timeshare	390	NA
Kapalua Project, District 2-Kapalua Mauka	Mixed Use	690	NA
South Maui Gardens	Mixed Use	9	NA
Villas at Royal Lahaina	Condo / Hotel	126	NA
Maui Research & Tech Park	Mixed Use / Hotel	150	NA
Down Town Kihei	Mixed Use / Hotel	150	2019
Wada Commercial Bldg. & Hotel	Mixed Use / Hotel	8	NA
Makena Resort M-5, M-6, S-7, B-2	Mixed Use	134	NA
Four Seasons Resort at Kō'ele	Hotel	94	2019
Hotel Ike	Hotel	110	NA
Bed and Breakfasts	B&B	130	NA
Short term rentals	New Class	213	NA
Transient vacation rentals		11	NA

NA: Not available

SOURCE: HAWAII'S TOURISM AUTHORITY, 2019 VISITOR PLANT INVENTORY; COUNTY OF MAUI DEPARTMENT OF PLANNING.

8.1.7

AVERAGE ANNUAL WAGES FOR CONSTRUCTION INDUSTRIES MAUI COUNTY, 2018

Industry	Number of Establishments	Number of Employees	Total Wages	Average Annual Wages
Construction	614	3,986	\$280,422,609	\$70,352
Construction of Buildings	208	1,389	\$103,787,015	\$74,721
Residential	162	703	\$41,214,462	\$58,627
Nonresidential	46	685	\$62,572,553	\$91,347
Heavy and Civil Engineering Construction	38	546	\$47,789,643	\$87,527
Utility system construction	11	127	\$8,652,537	\$68,130
Highway, Street, and Bridge Construction	12	311	\$28,458,340	\$91,506
Specialty Trade Contractors	368	2,051	\$128,845,951	\$62,821
Building Foundation/Exterior Contractors	72	392	\$23,061,216	\$58,830
Building Equipment Contractors	137	985	\$69,495,820	\$70,554
Building Finishing Contractors	111	428	\$22,169,050	\$51,797
Other Specialty Trade Contractors	48	246	\$14,119,865	\$57,398

SOURCE: U.S. BUREAU OF LABOR STATISTICS, QUARTERLY CENSUS OF EMPLOYMENT AND WAGES.

8.1.8

BUILDING PERMITS ISSUED MAUI COUNTY, 2019

Type of Permit	Number of Permits	Number of Units	Valuation
Single family, detached	513	513	\$170,614,755
Single family, attached, no unit over/below	2	4	\$750,000
Two family buildings	4	8	\$2,036,465
Three and four family buildings	17	68	\$28,225,000
Five or more family buildings	2	64	\$16,429,729
Hotels, motels, tourist cabins	4	0	\$46,225,000
Amusement and recreational	5	0	\$20,372,751
Industrial	0	0	\$0
Parking garages	0	0	\$0
Hospital and institutional	0	0	\$0
Offices, banks, and professional	6	0	\$10,834,484
Public works and utilities	1	0	\$3,441,973
Schools and other educational	4	0	\$3,984,657
Stores and customer service	14	0	\$7,716,008
Other non-residential	81	0	\$9,757,155
Structures other than bldgs	146	0	\$20,492,748
Residential alterations	308	0	\$31,888,529
Commercial alterations	169	0	\$111,769,470
Additions of res garages/carports	25	0	\$1,990,595
Demo-single family homes	41	0	\$500,900
Demo-five or more family bldgs	0	0	\$0
Demo- all other	28	0	\$429,810
Repairs to dwellings	5	0	\$433,000
Repairs to other buildings	6	0	\$602,050
Relocate residential buildings	1	0	\$100,000
Fences, retaining walls, seawalls	80	0	\$7,824,735
Temporary structures	52	0	\$146,100
Total	1,514	657	\$496,565,914

SOURCE: COUNTY OF MAUI, DEVELOPMENT SERVICES ADMINISTRATION, BUILDING PERMIT SECTION.

8.1.9

CONSTRUCTION ESTABLISHMENTS BY TYPE AND LOCATION, MAUI COUNTY, 2018

Establishment Type							
Location	Number	Location	Number	Location	Number	Location	Number
Residential Building							
Ha'ikū	12	Kula	5	Makawao	19	Wailuku	19
Kahului	11	Lahaina	20	Pā'ia	3	Kaunakakai	4
Kīhei	34						
Nonresidential Building							
Kahului	4	Lahaina	4	Pu'unēnē	3	Wailuku	6
Utility System Construction							
Kahului	3						
Land Subdivision							
Kahului	3						
Heavy and Civil Engineering							
Wailuku	4						
Foundation, Structure, and Building Exterior							
Ha'ikū	6	Kīhei	16	Lahaina	5	Pu'unēnē	3
Kahului	4	Kula	4	Makawao	8	Wailuku	14
Building Equipment							
Ha'ikū	10	Kīhei	18	Lahaina	8	Pā'ia	5
Kahului	21	Kula	5	Makawao	14	Wailuku	25
Building Finishing							
Ha'ikū	14	Kīhei	16	Lahaina	7	Pu'unēnē	3
Kahului	6	Kula	6	Makawao	12	Wailuku	26
Other Specialty Trade Contractors							
Ha'ikū	6	Kīhei	9	Makawao	4	Wailuku	7
Kahului	3	Kula	5	Pu'unēnē	4		

Note: To comply with disclosure avoidance guidelines, results for locations with fewer than three contributing establishments are suppressed.

SOURCE: U.S. CENSUS BUREAU, 2018 ZIP CODE BUSINESS PATTERNS.

8.2.1

SUMMARY HOUSING CHARACTERISTICS MAUI COUNTY, 2018

Characteristic	Number	Percent
Total Housing Units	73,786	100.0%
Median number of rooms	4.2	
Occupied Housing Units	52,794	71.6%
Structure built 1990 or later	27,785	37.6%
Structure built before 1940	2,629	3.6%
Lacking complete plumbing	52	0.1%
Lacking complete kitchen	452	0.9%
Lacking telephone service	511	1.0%
Moved into unit after 1999	38,093	72.2%
Moved into unit before 1980	7,604	14.4%
Occupants per room of 1.51 or more	1,553	2.9%
Owner-Occupied Units	33,753	63.9%
Median value	\$629,500	
With a mortgage	23,222	68.8%
Median monthly costs	\$2,341	
Monthly costs were 35% or more of income	8,136	35.5%
Not mortgaged	10,531	31.2%
Median monthly costs	\$407	
Renter-Occupied Units	19,041	36.1%
Median gross rent	\$1,669	
Rent was 35% or more of income	7,323	42.8%

SOURCE: U.S. CENSUS BUREAU, 2018 AMERICAN COMMUNITY SURVEY ONE-YEAR ESTIMATES.

8.2.2

SELECTED HOUSING CHARACTERISTICS MAUI COUNTY

Maui County	2015	2016	2017	2018
All Housing Units	71,712	72,139	72,984	73,786
Units in Structure				
1 unit, detached	39,379	39,996	40,638	42,176
1 unit, attached	4,406	4,396	4,158	4,584
2 to 4 units	6,321	6,302	6,714	5,390
5 to 9 units	4,987	5,739	6,019	4,858
10 or more units	16,221	15,410	14,855	4,492
Mobile home, boat, other	398	296	600	64
Median number of rooms	4.1	4.2	4.3	4.2
Occupied Housing Units	52,080	53,612	53,560	52,974
With 1.01 or more occupants/room	6,462	5,762	5,370	4,290
Vacant Housing Units	19,632	18,527	19,424	20,992
For seasonal use	7,584	6,348	6,749	6,323
Homeowner vacancy rate	1.5	1.8	1.4	3.6
Rental vacancy rate	27.0	30.1	28.3	34.5
Owner-Occupied Units	30,523	31,726	31,306	33,753
Percent of all occupied units	58.6%	59.2%	58.5%	63.9%
Average household size	3.28	3.24	3.24	3.24
Value of Owner-Occupied Units				
Total units	30,523	31,726	31,306	33,753
Less than \$100,000 unit value	623	932	319	811
\$100,000 to \$199,999	1,220	667	476	1,274
\$200,000 to \$299,999	2,301	2,577	1,411	1,579
\$300,000 to \$499,999	8,304	7,527	6,490	6,927
\$500,000 to \$999,999	15,171	14,868	17,522	18,326
\$1 million or more	2,904	5,155	5,088	4,836
Median value	\$569,300	\$600,800	\$641,500	\$629,500
Renter-Occupied Units	21,557	21,886	22,254	19,041
Percent of all occupied units	41.4%	40.8%	41.5%	36.1%
Average household size	2.87	2.74	2.79	2.87
Gross Rent				
Total renters	19,980	20,811	20,085	N
Less than \$500 rent	1,152	1,996	1,678	N
\$500 to \$999	4,113	3,640	2,483	N
\$1,000 to \$1,499	5,982	7,646	6,888	N
\$1,500 or more	8,733	7,529	9,036	N
No cash rent	1,577	1,075	2,169	N
Median rent	\$1,418	\$1,254	\$1,421	\$1,669

N: Number of sample cases is too small.

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY ONE-YEAR ESTIMATES.

8.2.3

HOUSING UNIT CHARACTERISTICS OF CENSUS DESIGNATED PLACES (CDP), MAUI COUNTY

2018	Total Housing Units	Occupied Housing Units	Owner Occupied Units	Renter Occupied Units
Maui Island				
Hai'kū-Pa'uwela CDP	3,437	2,942	1,710	1,232
Hāli'imaile CDP	351	308	191	117
Hāna CDP	412	260	179	81
Kā'anapali CDP	1,778	455	394	61
Kahului CDP	8,529	7,914	4,699	3,215
Kapalua CDP	972	152	101	51
Kēōkea CDP	749	695	565	130
Kīhei CDP	12,345	8,001	4,219	3,782
Kula CDP	3,126	2,906	1,947	959
Lahaina CDP	4,298	3,574	1,653	1,921
Launiupoko CDP	288	209	140	69
Ma'alaea CDP	599	157	91	66
Mahinahina CDP	386	350	304	46
Makawao CDP	2,648	2,582	1,632	950
Mākena CDP	138	78	53	25
Nāpili-Honokōwai CDP	4,341	2,772	1,188	1,584
Olinda CDP	438	369	198	171
Olowalu CDP	83	57	33	24
Pā'ia CDP	977	723	490	233
Pukalani CDP	3,145	2,866	1,950	916
Waihe'e-Waiehu CDP	2,542	2,419	1,894	525
Waikapū CDP	1,051	995	764	231
Wailea CDP	6,236	2,521	1,508	1,013
Wailuku CDP	6,805	6,147	3,578	2,569
Moloka'i				
Kaunakakai CDP	1,633	1,242	829	413
Kualapu'u CDP	689	568	430	138
Maunaloa CDP	178	124	30	94
Ualapu'e CDP	313	137	106	31
Lāna'i				
Lāna'i City CDP	1,463	1,130	680	450
Manele CDP	80	13	13	0

SOURCE: U.S. CENSUS BUREAU, 2014-2018 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES.

8.2.4

VACANT HOUSING UNIT CHARACTERISTICS BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2018	All Housing Units	Vacant Units	Seasonal, Recreational or Occasional	Homeowner Vacancy Rate	Rental Vacancy Rate
Maui Island					
Hai'kū-Pa'uwela CDP	3,437	495	315	0.0	5.4
Hāli'imaile CDP	351	43	7	0.0	4.9
Hāna CDP	412	152	72	0.0	44.5
Kā'anapali CDP	1,778	1,323	420	9.4	93.2
Kahului CDP	8,529	615	96	0.2	7.1
Kapalua CDP	972	820	364	8.2	88.9
Kēōkea CDP	749	54	29	0.0	7.1
Kīhei CDP	12,345	4,344	1,266	0.5	39.5
Kula CDP	3,126	220	126	0.0	0.0
Lahaina CDP	4,298	724	232	3.4	11.2
Launiupoko CDP	288	79	58	4.1	17.9
Ma'alaea CDP	599	442	156	5.9	79.9
Mahinahina CDP	386	36	12	0.7	0.0
Makawao CDP	2,648	66	37	0.0	0.8
Mākena CDP	138	60	49	7.0	3.8
Nāpili-Honokōwai CDP	4,341	1,569	323	3.7	37.2
Olinda CDP	438	69	24	5.3	7.6
Olowalu CDP	83	26	18	0.0	0.0
Pā'ia CDP	977	254	161	2.6	19.1
Pukalani CDP	3,145	279	143	0.0	2.7
Waihe'e-Waiehu CDP	2,542	123	64	0.0	5.6
Waikapū CDP	1,051	56	19	0.0	7.6
Wailea CDP	6,236	3,715	1,217	12.0	67.0
Wailuku CDP	6,805	658	106	1.6	6.4
Moloka'i					
Kaunakakai CDP	1,633	391	181	3.1	11.6
Kualapu'u CDP	689	121	49	0.0	8.6
Maunaloa CDP	178	54	7	11.8	13.0
Ualapu'e CDP	313	176	92	0.0	64.2
Lāna'i					
Lāna'i City CDP	1,463	333	147	2.9	12.3
Manele CDP	80	67	67	0.0	0.0

SOURCE: U.S. CENSUS BUREAU, 2014-2018 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES.

8.2.5

OCCUPIED HOUSING UNIT CHARACTERISTICS BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2018	All Units	Occupied Housing Units			Average Household Size	
		Occupied	By Owner	By Renter	Owner Occupied	Renter Occupied
Maui Island						
Hai'kū-Pa'uwela CDP	3,437	2,942	1,710	1,232	2.96	2.44
Hāli'imaile CDP	351	308	191	117	3.09	3.31
Hāna CDP	412	260	179	81	3.96	3.06
Kā'anapali CDP	1,778	455	394	61	1.98	2.07
Kahului CDP	8,529	7,914	4,699	3,215	4.19	3.43
Kapalua CDP	972	152	101	51	1.88	2.86
Kēōkea CDP	749	695	565	130	3.40	2.55
Kīhei CDP	12,345	8,001	4,219	3,782	2.87	2.55
Kula CDP	3,126	2,906	1,947	959	2.68	2.42
Lahaina CDP	4,298	3,574	1,653	1,921	3.85	3.33
Launiupoko CDP	288	209	140	69	2.36	2.97
Ma'alaea CDP	599	157	91	66	1.46	1.33
Mahinahina CDP	386	350	304	46	2.77	2.46
Makawao CDP	2,648	2,582	1,632	950	3.08	2.53
Mākena CDP	138	78	53	25	1.89	2.72
Nāpili-Honokōwai CDP	4,341	2,772	1,188	1,584	2.75	2.51
Olinda CDP	438	369	198	171	2.68	2.27
Olowalu CDP	83	57	33	24	1.58	1.71
Pā'ia CDP	977	723	490	233	3.37	3.18
Pukalani CDP	3,145	2,866	1,950	916	2.98	2.13
Waihe'e-Waiehu CDP	2,542	2,419	1,894	525	3.72	3.31
Waikapū CDP	1,051	995	764	231	3.33	4.06
Wailea CDP	6,236	2,521	1,508	1,013	2.32	2.10
Wailuku CDP	6,805	6,147	3,578	2,569	2.79	2.82
Moloka'i						
Kaunakakai CDP	1,633	1,242	829	413	3.47	2.03
Kualapu'u CDP	689	568	430	138	3.08	3.23
Maunaloa CDP	178	124	30	94	3.47	2.78
Ualapu'e CDP	313	137	106	31	2.50	3.32
Lāna'i						
Lāna'i City CDP	1,463	1,130	680	450	2.63	2.25
Manele CDP	80	13	13	0	1.85	0.00

SOURCE: U.S. CENSUS BUREAU, 2014-2018 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES.

8.2.6

OWNER-OCCUPIED HOUSING UNIT VALUES BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2018	Total	Less than \$100,000	\$100,000 to \$199,000	\$200,000 to \$299,000	\$300,000 to \$499,000	\$500,000 to \$999,000	\$1,000,000 or more
Maui Island							
Hai'kū-Pa'uwela CDP	1,710	76	107	30	249	820	428
Hāli'imaile CDP	191	6	2	15	83	81	4
Hāna CDP	179	18	6	17	66	45	27
Kā'anapali CDP	394	8	0	0	6	159	221
Kahului CDP	4,699	117	62	135	1,472	2,795	118
Kapalua CDP	101	1	0	3	2	23	72
Kēōkea CDP	565	9	10	83	174	154	135
Kīhei CDP	4,219	35	56	424	1,241	2,160	303
Kula CDP	1,947	32	0	73	160	850	832
Lahaina CDP	1,653	48	27	92	335	1,024	127
Launiupoko CDP	140	0	3	0	4	22	111
Ma'alaea CDP	91	2	2	14	38	32	3
Mahinahina CDP	304	2	0	26	62	125	89
Makawao CDP	1,632	27	12	17	445	1,078	53
Mākena CDP	53	1	0	0	2	7	43
Nāpili-Honokōwai CDP	1,188	32	18	108	300	549	181
Olinda CDP	198	0	3	0	24	98	73
Olowalu CDP	33	0	0	0	0	10	23
Pā'ia CDP	490	12	5	0	77	331	65
Pukalani CDP	1,950	73	0	15	295	1,439	128
Waihe'e-Waiehu CDP	1,894	60	208	188	668	691	79
Waikapū CDP	764	0	0	37	162	552	13
Wailea CDP	1,508	55	18	23	136	529	747
Wailuku CDP	3,578	49	84	390	995	1,940	120
Moloka'i							
Kaunakakai CDP	829	54	189	158	250	165	13
Kualapu'u CDP	430	76	155	106	67	17	9
Maunaloa CDP	30	1	2	18	6	3	0
Ualapu'e CDP	106	0	29	29	22	18	8
Lāna'i							
Lāna'i City CDP	680	0	25	52	385	158	60
Manele CDP	13	0	0	2	0	0	11

SOURCE: U.S. CENSUS BUREAU, 2014-2018 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES.

8.2.7

GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2018	Total Rentals	Less than 20%	20% to 24.9%	25% to 29.9%	30% to 34.9 %	Over 35%	Not Computed
Maui Island							
Hai'kū-Pa'uwela CDP	1,232	433	136	127	21	286	229
Hāli'imaile CDP	117	34	10	11	11	39	12
Hāna CDP	81	22	0	0	0	36	23
Kā'anapali CDP	61	23	6	4	0	20	8
Kahului CDP	3,215	815	357	568	320	909	246
Kapalua CDP	51	21	0	0	7	17	6
Kēōkea CDP	130	47	19	5	5	37	17
Kīhei CDP	3,782	595	331	648	379	1,648	181
Kula CDP	959	212	52	89	155	404	47
Lahaina CDP	1,921	548	234	252	211	575	101
Launiupoko CDP	69	16	0	2	22	14	15
Ma'alaea CDP	66	20	5	14	0	17	10
Mahinahina CDP	46	9	0	2	3	32	0
Makawao CDP	950	197	117	84	87	399	66
Mākena CDP	25	0	0	14	0	2	9
Nāpili-Honokōwai CDP	1,584	313	121	203	189	639	119
Olinda CDP	171	60	46	9	4	42	10
Olowalu CDP	24	5	11	0	0	5	3
Pā'ia CDP	233	72	33	18	16	51	43
Pukalani CDP	916	207	114	68	92	241	194
Waihe'e-Waiehu CDP	525	119	129	47	74	96	60
Waikapū CDP	231	38	40	36	6	104	7
Wailea CDP	1,013	111	59	127	124	535	57
Wailuku CDP	2,569	627	332	230	145	1,088	147
Moloka'i							
Kaunakakai CDP	413	75	0	12	83	193	50
Kualapu'u CDP	138	33	14	10	7	40	34
Maunaloa CDP	94	10	8	0	8	53	15
Ualapu'e CDP	31	0	5	0	2	17	7
Lāna'i							
Lāna'i City CDP	450	183	57	77	24	92	17
Manele CDP	0	0	0	0	0	0	0

SOURCE: U.S. CENSUS BUREAU, 2014-2018 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES.

8.2.8

GROSS RENT OF RENTER-OCCUPIED HOUSING UNITS BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY

2018	Total	Less than \$500 ¹	\$500 to \$999	\$1,000 to \$1,499	\$1,500 to \$1,999	\$2,000 to \$2,499	\$2,500 or more
Maui Island							
Hai'kū-Pa'uwela CDP	1,026	0	113	262	252	140	259
Hāli'imaile CDP	107	0	41	14	38	9	5
Hāna CDP	58	0	21	31	0	0	6
Kā'anapali CDP	53	0	0	9	0	13	31
Kahului CDP	3,037	328	602	970	781	244	112
Kapalua CDP	45	0	0	1	9	10	25
Kēōkea CDP	113	4	3	46	47	6	7
Kīhei CDP	3,601	284	337	1,153	1,016	494	317
Kula CDP	912	16	138	348	239	126	45
Lahaina CDP	1,833	171	383	754	216	95	214
Launiupoko CDP	54	0	0	8	7	2	37
Ma'alaea CDP	57	2	0	30	11	11	3
Mahinahina CDP	46	0	0	10	11	11	14
Makawao CDP	884	9	237	337	235	55	11
Mākena CDP	16	0	6	8	2	0	0
Nāpili-Honokōwai CDP	1,500	76	24	483	472	285	160
Olinda CDP	161	3	24	23	49	24	38
Olowalu CDP	21	0	1	9	6	0	5
Pā'ia CDP	195	0	11	38	14	81	51
Pukalani CDP	722	0	184	312	74	135	17
Waihe'e-Waiehu CDP	485	87	32	132	138	54	42
Waikapū CDP	224	18	14	53	15	39	85
Wailea CDP	967	11	89	189	275	285	118
Wailuku CDP	2,429	147	644	744	379	293	222
Moloka'i							
Kaunakakai CDP	377	96	131	61	74	14	1
Kualapu'u CDP	104	3	19	55	23	4	0
Maunaloa CDP	88	16	67	5	0	0	0
Ualapu'e CDP	24	2	5	10	2	3	2
Lāna'i							
Lāna'i City CDP	433	38	159	197	19	20	0
Manele CDP	0	0	0	0	0	0	0

1. Includes no cash rent.

SOURCE: U.S. CENSUS BUREAU, 2014-2018 AMERICAN COMMUNITY SURVEY FIVE-YEAR ESTIMATES.

8.2.9

**SELECTED MONTHLY OWNER AND RENTER COST
AS A PERCENTAGE OF HOUSEHOLD INCOME
MAUI COUNTY**

	2015	2016	2017	2018
Owner				
Housing units with a mortgage	20,728	20,238	21,098	23,222
Less than 20% of income	6,239	8,054	7,047	7,633
20% to 24.9%	2,696	2,775	2,637	2,149
25% to 29.9%	2,210	2,105	2,105	2,972
30% to 34.9%	1,545	1,040	1,737	2,036
35% or more	8,038	6,124	7,478	8,136
Not computed	83	140	94	296
Median mortgage (dollars)	\$2,225	\$2,209	\$2,390	\$2,341
Renter				
Renter-occupied units	19,756	21,886	22,254	19,041
Less than 15% of income	2,188	3,796	2,044	2,084
15% to 19.9%	2,655	2,607	2,393	2,622
20% to 24.9%	2,481	1,888	3,586	2,230
25% to 29.9%	2,420	2,642	1,951	2,107
30% to 34.9%	2,054	2,001	1,991	731
35% or more	7,958	7,699	7,800	7,323
Not computed	1,801	1,253	2,489	1,944
Median rent (dollars)	\$1,418	\$1,254	\$1,421	\$1,669

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY ONE-YEAR ESTIMATES.

8.2.10

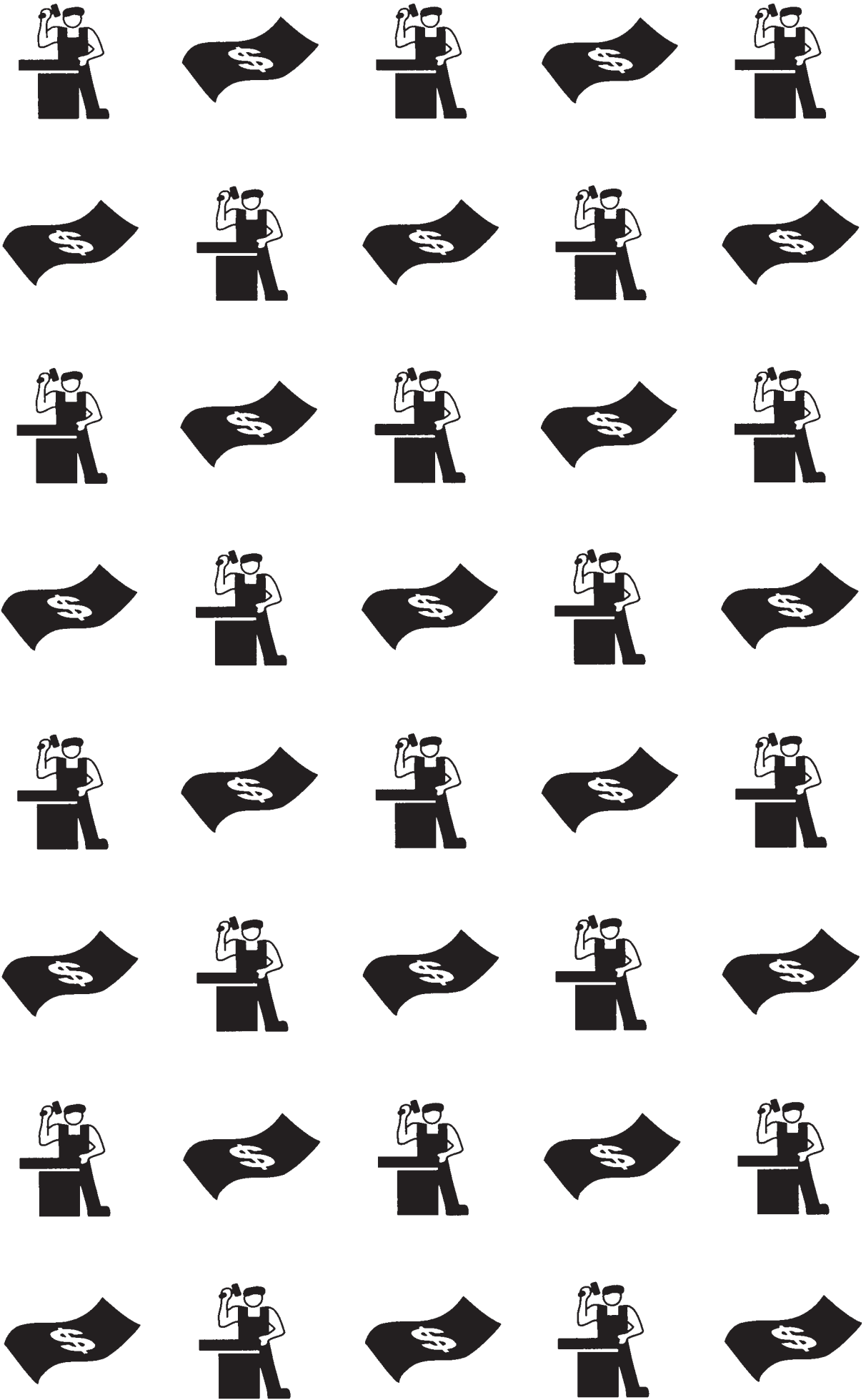
FORECLOSURE FILINGS BY JUDICIAL CIRCUIT

Year	Maui County ¹	Hawai'i County	City & County of Honolulu	Kaua'i County	State Total
1995	317	293	1,204	143	1,957
1996	464	352	1,828	156	2,800
1997	421	362	2,205	160	3,148
1998	422	359	2,662	183	3,626
1999	324	339	2,135	136	2,934
2000	228	251	1,591	83	2,153
2001	197	246	1,390	80	1,913
2002	110	151	624	63	948
2003	78	112	396	35	621
2004	51	80	283	23	437
2005	47	51	198	12	308
2006	59	105	266	23	453
2007	101	188	395	34	718
2008	254	359	666	84	1,363
2009	386	488	786	140	1,800
2010	280	316	611	93	1,300
2011	571	750	1,171	165	2,657
2012	678	860	1,505	145	3,188
2013	728	961	1,504	229	3,422
2014	397	543	1,026	118	2,084
2015	357	525	861	83	1,826
2016	302	506	838	88	1,734
2017	228	471	689	73	1,461
2018	196	362	674	63	1,295
2019	147	298	742	54	1,241

1. The Maui County Judicial Circuit includes Kalawao on Moloka'i.

SOURCE: HAWAII STATE JUDICIARY, OFFICE OF THE ADMINISTRATIVE DIRECTOR OF THE COURTS, STATISTICS OFFICE.

Finance & Labor



Section 9

FINANCE & LABOR

Part one of this section presents statistics on the financial institutions on Maui. Part two includes figures for Maui County's labor force.

The civilian labor force for 2019 was 86,750 and the number of employed was 84,450. The unemployment rate increased from 2.4% to 2.6% between 2018 and 2019.

Data for this section came from many sources, including the Hawai'i State Department of Business, Economic Development and Tourism and the Hawai'i Department of Industrial Labor and Relations.

9.1.1

FINANCIAL INSTITUTIONS WITH LOCATIONS IN MAUI COUNTY

	Maui	Moloka'i	Lāna'i
Banks¹			
Firms	4	1	2
Locations	21	1	2
Savings and Loan Associations¹			
Associations	1	0	0
Locations	3	0	0
Financial Services Loan Companies¹			
Firms	2	1	0
Locations	3	1	0
Escrow Depository Companies²			
Firms	5	0	0
Locations	12	0	0

1. As of October 14, 2019.

2. As of April 7, 2017.

SOURCE: HAWAII'S STATE DEPARTMENT OF COMMERCE AND CONSUMER AFFAIRS, DIVISION OF FINANCIAL INSTITUTIONS.

9.1.2

DEPOSITS IN OFFICES OF FDIC-INSURED INSTITUTIONS MAUI COUNTY

As of June 30; In thousands of dollars

Location	2015	2016	2017	2018	2019
Hāna	7,276	5,939	6,264	6,634	7,492
Kahului	1,247,820	1,324,082	1,406,553	1,399,945	1,475,083
Kīhei	530,600	558,900	618,365	656,001	658,170
Lahaina	571,335	586,882	601,621	644,173	685,710
Makawao	228,132	255,353	186,735	197,960	205,215
Pā'ia	77,518	80,231	88,112	86,890	94,918
Pukalani	0	0	97,421	101,963	112,963
Wailuku	199,736	226,674	259,527	291,717	310,331
Kaunakakai	73,797	77,856	89,560	90,813	95,985
Lāna'i City	34,903	36,266	38,397	40,494	42,785
Total	\$2,971,117	\$3,152,183	\$3,392,555	\$7,205,242	\$3,688,652

SOURCE: FEDERAL DEPOSIT INSURANCE CORPORATION, FDIC SUMMARY OF DEPOSITS.

9.1.3

FEDERAL CREDIT UNIONS BY ASSET SIZE, MEMBERSHIP AND LOANS, MAUI COUNTY

As of December 31, 2019

Name	Location	Assets (\$)	Loans (\$)	Members
Kahului	Kahului	\$60,369,507	\$21,737,943	4,173
Lānaʻi	Lānaʻi City	\$29,075,608	\$1,461,050	1,827
Maui	Kahului	\$101,454,150	\$35,879,277	7,535
Maui County	Wailuku	\$327,878,174	\$151,695,786	19,531
Maui Teachers	Wailuku	\$32,564,154	\$7,806,153	1,611
Molokaʻi Community	Kaunakakai	\$26,933,212	\$10,831,903	4,241
Valley Isle Community	Kahului	\$119,493,131	\$53,188,147	13,226
Wailuku	Kahului	\$64,828,503	\$46,543,070	4,730
Maui County Total		\$762,596,439	\$329,143,329	56,874

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, FINANCIAL PERFORMANCE REPORTS.

9.1.4

FEDERAL CREDIT UNION CHARACTERISTICS MAUI COUNTY

	2016	2017	2018	2019
Number of credit unions	9	8	8	8
Total members	55,791	56,243	56,920	56,874
Total assets	\$719,882,436	\$727,026,938	\$740,063,006	\$762,596,439
Total shares and deposits	\$618,987,568	\$623,132,912	\$631,440,754	\$647,446,278
Number of shares & deposit accounts	85,800	86,696	88,331	89,994
Total loans	\$284,696,145	\$298,438,107	\$308,841,139	\$329,143,329
Number of loans	32,434	30,559	30,465	29,308

SOURCE: NATIONAL CREDIT UNION ADMINISTRATION, CALL REPORT DATA FILES.

9.2.1

CIVILIAN LABOR FORCE SUMMARY BY COUNTY AND STATE OF HAWAI'I

Annual averages. Not seasonally adjusted.

Data rounded to nearest 50, except percent unemployed which is rounded to 0.1 percent.

	Maui County	Hawai'i County	City and County of Honolulu	Kaua'i County	State
Labor Force					
2012	80,000	86,900	445,700	34,550	647,200
2013	80,800	87,000	449,050	34,750	651,550
2014	83,400	88,650	458,000	35,450	665,450
2015	85,150	89,900	462,750	36,000	673,800
2016	87,200	93,050	466,150	36,800	683,200
2017	88,300	93,550	464,750	37,200	683,800
2018	88,100	92,450	458,050	36,600	675,200
2019	86,750	91,150	450,550	36,550	665,000
Employed					
2012	74,900	79,750	421,550	32,100	608,300
2013	76,650	81,250	429,000	32,800	619,700
2014	79,650	83,800	439,300	33,750	636,500
2015	82,050	86,000	447,200	34,600	649,800
2016	84,550	89,700	453,150	35,650	663,050
2017	86,050	90,900	453,900	36,300	667,150
2018	85,950	89,650	447,000	35,650	658,250
2019	84,450	88,000	438,950	35,550	646,950
Unemployed					
2012	5,100	7,150	24,150	2,500	38,900
2013	4,150	5,750	20,050	1,950	31,850
2014	3,700	4,850	18,750	1,700	28,950
2015	3,100	3,900	15,600	1,400	24,000
2016	2,650	3,350	13,000	1,150	20,150
2017	2,250	2,650	10,850	900	16,650
2018	2,150	2,800	11,050	950	16,950
2019	2,250	3,150	11,650	1,000	18,000
Percent Unemployed					
2012	6.4	8.2	5.4	7.2	6.0
2013	5.1	6.6	4.5	5.6	4.9
2014	4.5	5.5	4.1	4.7	4.4
2015	3.6	4.3	3.4	3.9	3.6
2016	3.0	3.6	2.8	3.1	3.0
2017	2.6	2.8	2.3	2.4	2.4
2018	2.4	3.0	2.4	2.5	2.5
2019	2.6	3.4	2.6	2.7	2.7

Note: Data for 2012 to 2018 reflect revised population controls and model reestimation.

SOURCE: HAWAI'I STATE DEPARTMENT OF LABOR & INDUSTRIAL RELATIONS, CURRENT AND HISTORICAL LABOR FORCE ESTIMATES AND UNEMPLOYMENT RATES.

9.2.2

**EMPLOYMENT STATUS OF THE CIVILIAN LABOR FORCE
BY ISLAND, MAUI COUNTY**

	Maui	Moloka'i	Lāna'i	Maui County
Labor Force				
2001	68,300	2,550	1,800	72,650
2002	67,200	2,450	1,700	71,350
2003	67,200	2,400	1,650	71,250
2004	69,200	2,550	1,650	73,400
2005	70,800	2,550	1,650	75,000
2006	73,000	2,450	1,700	77,150
2007	74,250	2,450	1,700	78,450
2008	74,050	2,500	1,650	78,250
2009	71,900	2,550	1,550	76,050
2010	75,450	2,750	1,550	79,750
2011	77,000	2,650	1,550	81,250
2012	75,900	2,600	1,500	80,000
2013	76,700	2,450	1,650	80,800
2014	79,150	2,550	1,650	83,400
2015	81,050	2,500	1,600	85,150
2016	83,000	2,600	1,650	87,200
2017	84,300	2,450	1,600	88,300
2018	83,950	2,450	1,650	88,100
2019	82,600	2,400	1,700	86,750
Employment				
2001	65,600	2,250	1,750	69,550
2002	64,550	2,250	1,650	68,450
2003	64,700	2,150	1,600	68,450
2004	67,150	2,250	1,600	71,000
2005	69,000	2,300	1,650	72,950
2006	71,250	2,300	1,700	75,250
2007	72,150	2,300	1,650	76,150
2008	70,600	2,250	1,600	74,400
2009	65,500	2,200	1,400	69,100
2010	69,200	2,400	1,450	73,000
2011	71,050	2,350	1,500	74,900
2012	71,200	2,250	1,500	74,900
2013	72,850	2,200	1,600	76,650
2014	75,750	2,250	1,650	79,650
2015	78,200	2,300	1,500	82,050
2016	80,600	2,400	1,550	84,550
2017	82,200	2,300	1,550	86,050
2018	82,000	2,300	1,600	85,950
2019	80,500	2,250	1,700	84,450

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9.2.2
CONTINUED

	Maui	Moloka'i	Lāna'i	Maui County
Unemployment				
2001	2,700	300	50	3,100
2002	2,650	200	50	2,900
2003	2,500	250	*	2,850
2004	2,050	300	*	2,350
2005	1,800	200	*	2,050
2006	1,750	150	*	1,950
2007	2,100	150	*	2,300
2008	3,450	250	100	3,800
2009	6,450	350	150	6,950
2010	6,300	350	100	6,750
2011	5,900	400	100	6,400
2012	4,700	350	*	5,100
2013	3,850	250	50	4,150
2014	3,400	300	*	3,700
2015	2,850	200	50	3,100
2016	2,400	200	100	2,650
2017	2,050	150	50	2,250
2018	1,950	150	*	2,150
2019	2,100	150	*	2,250
Percent Unemployed				
2001	4.0	12.5	4.1	4.3
2002	3.9	7.6	4.3	4.1
2003	3.7	10.7	3.0	4.0
2004	2.9	11.2	2.8	3.2
2005	2.5	8.5	1.5	2.7
2006	2.4	5.5	1.9	2.5
2007	2.8	6.5	2.4	2.9
2008	4.7	10.2	5.3	4.9
2009	8.9	13.8	10.1	9.1
2010	8.3	12.9	7.0	8.5
2011	7.7	14.6	5.2	7.8
2012	6.2	13.9	2.5	6.4
2013	5.0	10.1	3.2	5.1
2014	4.3	11.6	2.8	4.5
2015	3.5	8.8	3.7	3.6
2016	2.9	7.0	4.7	3.0
2017	2.5	6.0	3.4	2.6
2018	2.3	6.3	2.2	2.4
2019	2.5	6.2	1.5	2.6

Note: Data rounded to nearest 50, except percent employed which is rounded to 0.1 percent. Annual averages. Not seasonally adjusted. Totals may not add due to rounding. Data for 2014 to 2018 reflect revised population controls and model reestimation.

*: Data is less than 50

SOURCE: HAWAII STATE DEPT. OF LABOR & INDUSTRIAL RELATIONS, CURRENT & HISTORICAL LABOR FORCE ESTIMATES & UNEMPLOYMENT RATES.

9.2.3

**LABOR FORCE BY RACE AND SEX
MAUI COUNTY**

Race and Sex, 2019	Civilian Labor Force			Percent Distribution			Unemployment Rate
	Civilian Labor Force	Employed	Unemployed	Civilian Labor Force	Employed	Unemployed	
Both Sexes	86,750	84,450	2,250	100.0%	100.0%	100.0%	2.6%
White	32,000	31,300	700	36.9%	37.1%	30.9%	2.2%
Black/African American	600	600	0	0.7%	0.7%	0.0%	0.0%
American Indian/ Alaska Native	200	200	0	0.2%	0.3%	0.0%	0.0%
Asian	22,800	22,450	350	26.3%	26.6%	15.2%	1.5%
Native Hawaiian/ Pacific Islander	7,550	7,150	400	8.7%	8.4%	17.1%	5.2%
Some Other Race	1,350	1,300	100	1.6%	1.5%	3.8%	6.3%
Two or More Races	15,100	14,600	500	17.4%	17.3%	22.7%	3.4%
Hispanic or Latino	7,100	6,850	250	8.2%	8.1%	10.3%	3.3%
Minority Group	54,750	53,150	1,550	63.1%	62.9%	69.1%	2.9%
Females	40,850	40,050	800	100.0%	100.0%	100.0%	2.0%
White	14,300	14,100	250	35.0%	35.1%	29.6%	1.7%
Black/African American	100	100	0	0.3%	0.3%	0.0%	0.0%
American Indian/ Alaska Native	100	100	0	0.3%	0.3%	0.0%	0.0%
Asian	11,800	11,650	150	28.9%	29.1%	16.1%	1.1%
Native Hawaiian/ Pacific Islander	3,300	3,150	150	8.1%	7.9%	16.1%	3.9%
Some Other Race	700	650	50	1.7%	1.6%	8.1%	9.3%
Two or More Races	7,300	7,100	150	17.9%	17.8%	21.8%	2.4%
Hispanic or Latino	3,250	3,150	50	7.9%	7.9%	8.3%	2.0%
Minority Group	26,550	26,000	550	65.0%	64.9%	70.4%	2.1%
Females as % of both Sexes	47.1%	47.4%	35.2%				

Note: Totals may not add due to rounding. Does not include Kalawao County.

SOURCE: STATE OF HAWAII, DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, ESTIMATES BASED ON 2019 LOCAL AREA UNEMPLOYMENT STATISTICS (LAUS) FROM U.S. BUREAU OF LABOR STATISTICS.

9.2.4

ANNUAL AVERAGE JOB COUNT BY INDUSTRY AND ISLAND, MAUI COUNTY

Industry, 2019	Maui	Moloka'i	Lāna'i	Maui County
TOTAL NONAGRICULTURAL - Wage & Salary Jobs	76,400	1,900	1,600	80,200
TOTAL PRIVATE	68,100	1,200	1,400	71,000
Goods Producing	5,300	*	*	5,500
Natural Resources & Mining & Construction	4,200	*	*	4,300
Special Trade Contractors	2,300			2,300
Manufacturing	1,100	**		1,200
Durable Goods	400			400
Non-Durable Goods	700			800
Service Providing	71,100	1,800	1,500	74,700
Private Service Providing	62,800	1,100	1,300	65,500
Trade, Transportation & Utilities	15,700	300	100	16,200
Wholesale Trade	1,500		**	1,600
Retail Trade	9,600	200	**	9,900
Food & Beverage Stores	2,500	100	**	2,600
Clothing & Clothing Accessories Stores	1,400			1,500
General Merchandise	1,700			1,700
Transportation, Warehousing & Utilities	4,500	*	**	4,700
Air Transportation	700			700
Information	500	**	**	600
Financial Activities	2,900	*	*	3,100
Finance & Insurance	800	**	**	800
Professional & Business Services	7,100	**	200	7,300
Professional, Scientific & Technical Services	1,500	**	**	1,500
Management of Companies & Enterprises	200			300
Administrative & Support & Waste Management & Remediation Services	5,400			5,600
Education & Health Services	8,800	300	*	9,300
Education Services	1,200			1,200
Health Care & Social Assistance	7,700	300	*	8,100
Leisure and Hospitality	24,700	200	700	25,600
Accommodation & Food Services	22,400	200	700	23,300
Accommodation	12,200	*	600	12,900
Food Services and Drinking Places	10,200	100	*	10,400
Full-Service Restaurants	7,000			7,100
Other Services	3,100	100	*	3,400
GOVERNMENT	8,300	700	200	9,200
Federal Government	800	**	**	900
State Government	5,000	500	100	5,600
State Education (DOE & UH)	3,800	400	*	4,300
Local Government	2,500	100	*	2,700

*Fewer than 100. **Fewer than 50.

Note: Data rounded to nearest 100. Totals may not add due to rounding or residual categories. Not seasonally adjusted.

SOURCE: HAWAII'S STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS.

9.2.5

MEAN ANNUAL WAGE FOR THE TOP 10 MOST COMMON OCCUPATIONS, MAUI COUNTY

2019 Rank	Occupation	Estimated Employees	Annual Mean Wage	Statewide Annual Wage
1	Waiters and Waitresses	4,100	\$56,560	\$55,200
2	Retail Salespersons	3,620	\$30,250	\$33,130
3	Maids and Housekeeping Cleaners	3,210	\$37,980	\$38,740
4	Fast Food and Counter Workers	2,180	\$27,870	\$26,440
5	Cashiers	2,160	\$30,430	\$27,870
6	Cooks, Restaurant	1,980	\$42,810	\$35,900
7	Landscaping and Groundskeeping Workers	1,650	\$37,100	\$37,960
8	Maintenance and Repair Workers, General	1,470	\$50,160	\$48,790
9	Office Clerks, General	1,330	\$34,690	\$35,070
10	Janitors and Cleaners, Except Maids and Housekeeping Cleaners	1,280	\$37,100	\$33,670

SOURCE: U.S. BUREAU OF LABOR STATISTICS, MARCH 2020.

9.2.6

INCOME FOR HOUSEHOLDS AND FAMILIES MAUI COUNTY

Income (in Inflation-Adjusted Dollars)	2017		2018	
	Households	Families	Households	Families
Total number	53,560	36,397	52,794	38,425
Less than \$10,000	3,479	1,357	1,726	716
\$10,000 to \$14,999	1,364	339	1,044	102
\$15,000 to \$24,999	3,002	1,088	3,110	1,654
\$25,000 to \$34,999	2,995	1,288	4,126	2,513
\$35,000 to \$49,999	5,554	3,218	6,145	3,840
\$50,000 to \$74,999	8,855	5,931	7,892	6,146
\$75,000 to \$99,999	8,849	6,932	7,374	6,225
\$100,000 to \$149,999	9,384	8,222	11,229	9,174
\$150,000 to \$199,999	5,168	4,471	4,125	3,333
\$200,000 or more	4,910	3,551	6,023	4,722
Median income	\$80,241	\$91,782	\$82,885	\$91,725
Mean income	\$101,611	\$117,055	\$105,494	\$113,958

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 1-YEAR ESTIMATES.

9.2.7

LONG TERM INDUSTRY EMPLOYMENT PROJECTIONS MAUI COUNTY

Occupation	Employment		Number Change	Percent Change	Annual Growth
	2016	2026			
Total Employment, All Jobs	84,180	90,310	6,130	7.3%	0.7%
Goods Producing	6,370	6,550	180	2.8%	0.3%
Natural Resources & Mining	1,290	1,080	-210	-16.5%	-1.6%
Construction	3,910	4,460	540	13.9%	1.4%
Manufacturing	1,170	1,010	-150	-13.3%	-1.3%
Service Providing	77,810	83,760	5,950	7.6%	0.8%
Trade, Transportation, & Utilities	15,420	16,350	930	6.0%	0.6%
Wholesale Trade	1,500	1,620	120	8.0%	0.8%
Retail Trade	9,770	10,090	320	3.3%	0.3%
Transportation & Warehousing	3,670	4,150	470	12.9%	1.3%
Utilities	480	490	10	1.9%	0.2%
Information	560	530	-30	-5.6%	-0.6%
Financial Activities	2,930	3,010	80	2.7%	0.3%
Finance & Insurance	820	820	<10	0.1%	0.0%
Real Estate & Rental & Leasing	2,110	2,190	80	3.6%	0.4%
Professional & Business Services	7,030	7,820	790	11.2%	1.1%
Professional, Scientific, & Technical Services	1,500	1,560	70	4.4%	0.4%
Management of Companies & Enterprises	240	280	40	17.6%	1.8%
Administrative & Support & Waste Management	5,290	5,980	690	13.1%	1.3%
Education & Health Services	11,630	13,470	1,840	15.8%	1.6%
Educational Services	4,460	4,840	380	8.4%	0.8%
Health Care & Social Assistance	7,170	8,630	1,460	20.3%	2.0%
Leisure & Hospitality	24,030	25,360	1,330	5.5%	0.6%
Arts, Entertainment, & Recreation	2,180	2,460	280	12.8%	1.3%
Accommodation & Food Services	21,850	22,900	1,050	4.8%	0.5%
Accommodation	12,100	12,370	270	2.2%	0.2%
Food Services & Drinking Places	9,750	10,530	780	8.0%	0.8%
Other Services (Except Government)	2,980	3,290	310	10.4%	1.0%
Government¹	5,080	5,290	210	4.1%	0.4%
Total Self-Employed & Unpaid Family Workers	8,150	8,660	510	6.2%	0.6%

1. State Education and Hospitals are excluded from Government and included in Education and Health Services.

Note: Totals may not add due to rounding to the nearest ten.

SOURCE: STATE OF HAWAII, DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE.

9.3.1

CHARACTERISTICS OF THE INSURED UNEMPLOYED MAUI COUNTY, 2019

All claimants

Characteristic	Maui/Lānaʻi Annual Average	Percent of Total	Molokaʻi Annual Average	Percent of Total
Total	790	100.0	56	100.0
Sex				
Male	535	67.7	33	57.9
Female	256	32.3	24	42.1
Industry				
State	10	1.3	2	4.3
County	0	0.0	0	0.0
Agriculture/Forestry/Fishing	5	0.7	10	17.6
Mining	0	0.0	0	0.0
Utilities	1	0.2	1	0.9
Construction	255	32.3	8	14.2
Manufacturing	2	0.3	1	0.9
Wholesale Trade	9	1.1	2	4.1
Retail Trade	28	3.5	3	4.4
Transportation/Warehousing	34	4.3	3	5.8
Information	5	0.7	0	0.0
Finance/Insurance	3	0.4	0	0.0
Real Estate/Rental/Leasing	26	3.2	0	0.0
Professional/Tech. Services	18	2.3	1	1.2
Management of Companies	0	0.0	0	0.0
Admin/Waste Services	117	14.8	4	6.9
Education	6	0.8	1	1.0
Health Care/Social Assistance	25	3.1	8	13.7
Arts/Entertainment/Recreation	24	3.0	0	0.0
Accommodation/Food Services	105	13.3	2	3.0
Other Services	25	3.2	3	5.9
Public Administration	0	0.0	0	0.0
Information not available	91	11.5	9	15.5
Age				
Under 22	12	1.5	1	1.8
22 to 24	22	2.8	2	4.1
25 to 34	157	19.8	12	20.4
35 to 44	192	24.3	16	28.2
45 to 54	176	22.3	11	19.4
55 to 64	167	21.1	9	16.7
65 and over	65	8.3	5	9.5
Duration				
1 to 4 weeks	318	40.2	20	35.2
5 to 14 weeks	292	36.9	20	34.6
15 and over	180	22.8	17	30.3

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9.3.1

CONTINUED

Characteristic	Maui/Lānaʻi		Molokaʻi	
	Annual Average	Percent of Total	Annual Average	Percent of Total
Occupation				
Management	64	8.1	2	2.8
Business/Finance	15	1.9	0	0.0
Computer/Math	8	1.1	1	1.9
Architecture/Engineer	4	0.5	0	0.0
Life/Physical/Social Science	5	0.6	1	2.2
Community/Social Services	4	0.5	0	0.0
Legal	2	0.3	0	0.0
Education/Training/Library	12	1.5	3	4.4
Arts/Entertainment/Sports	13	1.6	1	1.0
Health Practitioner/Tech.	10	1.3	1	1.3
Healthcare Support	7	0.8	2	3.8
Protective Services	6	0.8	1	0.9
Food Preparation/Serving	112	14.2	3	5.6
Building/Grounds Maintenance	17	2.2	4	6.5
Personal Care/Service	23	2.9	2	3.7
Sales	52	6.5	3	4.7
Office/Administrative Support	66	8.4	5	8.4
Farm/Fishing/Forestry	7	0.8	12	21.3
Construction	278	35.1	11	19.4
Installation/Repair	24	3.1	1	1.8
Production	10	1.3	1	1.6
Transportation/Moving	38	4.9	4	6.4
Information not available	13	1.7	1	1.5
Ethnicity				
American Indian	7	0.8	1	1.3
Chinese	7	0.8	0	0.0
Filipino	112	14.2	8	14.8
Japanese	36	4.5	1	2.2
Other Asian	12	1.5	0	0.0
Black	13	1.6	0	0.0
Hawaiian	193	24.4	33	58.3
Other Pacific Islander	36	4.5	2	3.1
White & Latino	264	33.4	7	11.5
Other	113	14.2	5	8.0
Information not available	0	0.0	0	0.0

Note: Averages and percentages may not add due to rounding.

SOURCE: HAWAII STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE, CHARACTERISTICS OF THE INSURED UNEMPLOYED 2019.

9.3.2

**LABOR FORCE STATUS AND EMPLOYMENT CHARACTERISTICS
MAUI COUNTY**

Labor Force Status	2015	2016	2017	2018
Persons 16 Years and Over	131,298	132,011	133,300	134,611
In labor force	87,452	88,807	88,831	88,820
Civilian labor force	86,939	88,807	88,353	88,036
Employed	83,147	85,569	84,476	84,943
Unemployed	3,792	3,238	3,877	3,093
Armed forces	513	0	478	784
Not in labor force	43,846	43,204	44,469	45,791
Males 16 Years and Over	65,915	64,619	65,928	66,802
In labor force	46,085	45,842	45,241	44,373
Civilian labor force	45,572	45,842	44,808	43,898
Employed	44,008	43,792	42,864	42,258
Unemployed	1,564	2,050	1,944	1,640
Armed forces	513	0	433	475
Not in labor force	19,830	18,777	20,687	22,429
Females 16 Years and Over	65,383	67,392	67,372	67,809
In labor force	41,367	42,965	43,590	44,447
Civilian labor force	41,367	42,965	43,545	44,138
Employed	39,139	41,777	41,612	42,685
Unemployed	2,228	1,188	1,933	1,453
Armed forces	0	0	45	309
Not in labor force	24,016	24,427	23,782	23,362

SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 1-YEAR ESTIMATES.

9.3.3

**LABOR FORCE STATUS
BY CENSUS DESIGNATED PLACE (CDP), MAUI COUNTY**

2018	Total	Armed Forces	Not in Labor Force	Civilian Labor Force			
				Total	Employed	Unemployed	% Unemployed
Maui Island							
Haiku-Pauwela CDP	6,525	0	2,501	4,024	3,951	73	1.8%
Hāli'imaile CDP	791	2	264	525	475	50	9.5%
Hāna CDP	780	0	294	486	457	29	6.0%
Kā'anapali CDP	889	0	528	361	357	4	1.1%
Kahului CDP	25,228	12	8,790	16,426	15,679	747	4.5%
Kapalua CDP	306	0	148	158	151	7	4.4%
Kēōkea CDP	1,689	2	628	1,059	1,023	36	3.4%
Kīhei CDP	17,885	191	5,500	12,194	11,622	572	4.7%
Kula CDP	6,307	26	2,151	4,130	3,950	180	4.4%
Lahaina CDP	10,127	32	2,715	7,380	6,922	458	6.2%
Launiupoko CDP	454	0	134	320	318	2	0.6%
Ma'alaea CDP	218	2	113	103	100	3	2.9%
Mahinahina CDP	754	2	185	567	566	1	0.2%
Makawao CDP	5,993	0	1,771	4,222	4,106	116	2.7%
Mākena CDP	141	0	75	66	56	10	15.2%
Nāpili-Honokōwai CDP	5,951	53	1,639	4,259	4,199	60	1.4%
Olinda CDP	787	2	270	515	447	68	13.2%
Olowalu CDP	86	0	18	68	68	0	0.0%
Pā'ia CDP	1,840	5	495	1,340	1,313	27	2.0%
Pukalani CDP	6,492	0	2,070	4,422	4,282	140	3.2%
Waihe'e-Waiehū CDP	7,054	0	2,036	5,018	4,815	203	4.0%
Waikapū CDP	2,477	13	610	1,854	1,825	29	1.6%
Wailea CDP	4,873	8	2,060	2,805	2,655	150	5.3%
Wailuku CDP	13,491	22	4,184	9,285	8,637	648	7.0%
Moloka'i							
Kaunakakai CDP	2,888	0	1,233	1,655	1,615	40	2.4%
Kualapu'u CDP	1,347	4	633	710	673	37	5.2%
Maunaloa CDP	236	0	124	112	102	10	8.9%
Ualapu'e CDP	309	3	118	188	186	2	1.1%
Lāna'i							
Lāna'i City CDP	2,391	0	1,079	1,312	1,264	48	3.7%
Manele CDP	24	0	22	2	2	0	0.0%

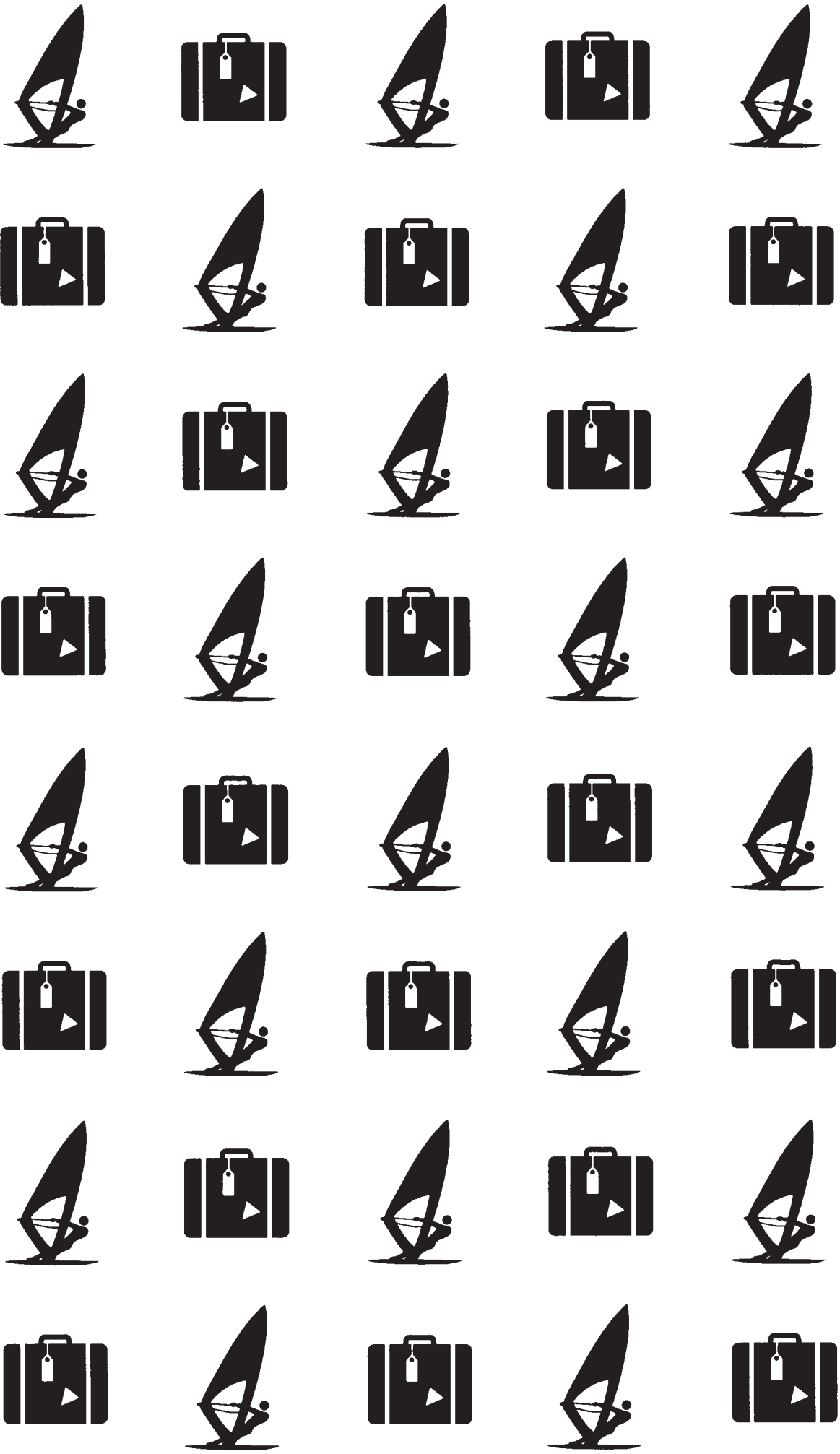
SOURCE: U.S. CENSUS BUREAU, AMERICAN COMMUNITY SURVEY 2014-2018 FIVE-YEAR ESTIMATES.

9.3.4

**WORKERS' COMPENSATION STATISTICS
MAUI COUNTY**

	2014	2015	2016	2017	2018
Maui					
Reported	2,817	2,816	2,732	2,686	2,785
Processed	5,239	5,679	5,353	5,123	5,204
With cost	3,705	4,080	4,005	3,708	3,778
Cost	\$30,983,819	\$35,527,485	\$38,148,063	\$38,252,727	\$41,298,645
Days lost	112,440	125,178	121,896	113,135	111,827
Moloka'i					
Reported	62	65	58	52	46
Processed	137	140	125	109	110
With cost	85	83	85	72	64
Cost	\$1,049,555	\$844,884	\$745,304	\$731,548	\$524,128
Days lost	4,416	2,601	2,549	2,098	2,288
Lāna'i					
Reported	130	98	99	78	117
Processed	207	195	182	163	181
With cost	153	153	144	114	122
Cost	\$2,755,433	\$2,284,220	\$1,648,290	\$2,019,567	\$1,310,617
Days lost	4,908	4,869	4,711	4,640	4,498
Maui County					
Reported	3,009	2,979	2,889	2,816	2,948
Processed	5,583	6,014	5,660	5,395	5,495
With cost	3,943	4,316	4,234	3,894	3,964
Cost	34,788,807	\$38,656,589	\$40,451,657	\$41,003,842	\$43,133,390
Days lost	121,764	132,648	129,156	119,873	118,613
Reported fatality	4	3	2	3	3

SOURCE: HAWAII'S STATE DEPARTMENT OF LABOR AND INDUSTRIAL RELATIONS, RESEARCH AND STATISTICS OFFICE, WORKERS' COMPENSATION DATA BOOK (ANNUAL).



Visitor Industry & Recreation

Section 10

VISITOR INDUSTRY & RECREATION

This section presents statistics on numbers of visitors, visitor plant inventory, and visitor expenditures. In addition you will find information about recreation on the islands including attendance at recreational events, and visitors to Maui County attractions.

Information on tourism is supplied primarily by the Hawai'i Tourism Authority. They have assumed the collection and analysis of visitor data since 2009.

2019 was a record year in terms of tourism: 2,963,564 visitor arrivals in Maui County.

10.1.1

VISITORS TO MAUI COUNTY BY MONTH

Arrivals by air

2018	Maui	Molokaʻi	Lānaʻi	Maui County
All Visitors				
January	230,279	5,166	6,129	235,273
February	218,709	5,968	6,407	223,117
March	259,107	4,859	7,007	263,760
April	236,915	5,747	6,515	241,550
May	238,451	4,435	6,530	243,367
June	281,701	4,531	7,034	285,320
July	296,055	5,613	6,215	300,261
August	245,078	3,903	6,422	248,375
September	210,756	4,471	5,294	213,489
October	216,518	4,586	5,604	220,093
November	226,915	4,717	6,099	230,251
December	254,428	4,891	5,757	258,707
Total	2,914,912	58,885	75,010	2,963,564
Domestic Visitors				
January	179,483	4,000	4,696	183,288
February	172,676	3,918	4,262	176,221
March	213,855	3,763	5,368	218,030
April	192,994	3,110	4,437	196,281
May	208,763	3,383	4,824	212,127
June	244,010	3,537	4,969	247,224
July	257,885	4,199	5,069	261,553
August	210,268	3,163	4,200	213,163
September	175,590	2,932	3,513	178,168
October	186,511	3,212	3,951	189,448
November	183,163	3,221	4,247	186,202
December	207,655	4,003	4,773	211,673
Total	2,432,854	42,441	54,310	2,473,377
International Visitors				
January	50,796	1,166	1,433	51,986
February	46,033	2,050	2,145	46,896
March	45,252	1,096	1,638	45,730
April	43,921	2,637	2,078	45,269
May	29,687	1,052	1,705	31,240
June	37,691	994	2,065	38,097
July	38,170	1,414	1,146	38,709
August	34,809	739	2,221	35,212
September	35,166	1,539	1,781	35,321
October	30,008	1,374	1,653	30,645
November	43,752	1,496	1,852	44,049
December	46,773	888	983	47,034
Total	482,058	16,445	20,700	490,187

SOURCE: HAWAIIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.2

LENGTH OF STAY AND AVERAGE DAILY CENSUS BY ISLAND, MAUI COUNTY

Arrivals by air

	2014	2015	2016	2017	2018
Length of Stay (days)					
All Visitors					
Maui	8.25	8.19	8.14	8.05	8.07
Moloka'i	4.64	4.42	4.84	4.76	4.83
Lāna'i	3.32	2.79	3.51	3.40	3.41
Domestic					
Maui	8.55	8.42	8.32	8.22	8.21
Moloka'i	5.29	5.12	5.52	5.67	5.88
Lāna'i	3.65	3.18	3.96	4.01	4.08
International					
Maui	6.90	7.12	7.31	7.19	7.36
Moloka'i	2.16	2.06	2.79	2.52	2.14
Lāna'i	1.95	1.56	1.91	1.61	1.67
Average Daily Census					
All Visitors					
Maui	54,446	56,981	58,599	60,506	64,473
Moloka'i	758	784	779	763	780
Lāna'i	618	446	604	599	701
Domestic					
Maui	46,138	48,089	49,365	51,130	54,747
Moloka'i	685	699	667	646	683
Lāna'i	547	386	533	527	607
International					
Maui	8,308	8,893	9,234	9,376	9,727
Moloka'i	73	84	112	117	96
Lāna'i	71	60	71	72	95

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.3

AVERAGE DAILY VISITOR CENSUS BY COUNTY

*Average number of visitors present in each county on any given day
Arrivals by air*

Year	Maui	Hawai'i	Kaua'i	O'ahu	State
1987	33,890	10,210	15,510	74,660	134,270
1988	33,870	10,690	16,400	80,450	141,410
1989	44,020	17,760	19,140	88,750	169,670
1990	37,657	16,698	17,378	82,783	154,516
1991	37,060	17,535	17,720	75,008	147,323
1992	41,854	19,297	13,516	77,999	152,666
1993	42,132	18,974	8,283	78,108	147,498
1994	42,933	18,902	13,268	81,526	156,630
1995	42,751	18,547	14,439	81,362	157,098
1996	42,724	19,337	15,615	81,054	158,730
1997	43,383	21,656	15,999	76,150	157,188
1998	42,864	23,993	17,909	72,623	157,389
1999	43,992	22,736	18,214	79,497	164,439
2000	43,854	21,831	18,041	84,911	168,637
2001	40,651	21,064	16,830	79,702	158,247
2002	41,795	21,811	17,046	79,545	160,195
2003	44,510	21,934	17,828	76,776	161,048
2004	45,517	23,376	18,869	83,718	171,481
2005	48,414	27,768	19,675	89,588	185,445
2006	51,034	28,336	20,903	89,167	189,441
2007	51,222	27,891	22,207	88,092	189,412
2008	46,038	24,842	19,855	81,751	172,487
2009	42,864	23,204	18,690	80,324	165,082
2010	47,421	24,773	19,548	86,207	177,949
2011	49,481	26,550	20,814	88,979	185,824
2012	52,401	28,559	22,318	97,989	201,267
2013	54,233	29,255	23,334	96,054	202,876
2014	55,988	30,172	23,617	96,440	206,217
2015	58,211	31,408	24,533	99,782	213,934
2016	59,982	31,845	24,842	101,006	217,675
2017	61,868	35,412	26,364	105,141	228,785
2018	65,954	35,024	28,463	110,901	240,341

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.4

**DOMESTIC VISITOR ARRIVALS FROM TOP U.S. CBSAS
MAUI COUNTY**

Arrivals by air

2018	Maui	Moloka'i	Lāna'i	County	State
Anchorage	14,002	770	234	14,684	57,538
Atlanta	19,216	344	615	19,544	55,957
Austin	15,240	306	383	15,474	40,126
Bakersfield	5,768	55	110	5,836	16,747
Baltimore	9,140	215	329	9,296	28,182
Bellingham	7,222	123	77	7,321	16,363
Boise City	11,229	147	238	11,389	30,721
Boston	21,504	331	557	21,812	52,998
Bremerton	6,120	139	65	6,214	20,736
Charlotte	7,856	118	196	7,995	19,903
Chicago	56,868	772	1,401	57,596	124,931
Cincinnati	8,540	131	221	8,636	19,632
Cleveland	7,208	113	179	7,288	16,330
Colorado Springs	6,012	128	113	6,131	20,640
Dallas	44,925	638	1,173	45,597	112,268
Denver	41,212	663	913	41,840	108,662
Detroit	16,978	272	360	17,182	37,950
Eugene	6,836	198	131	7,021	19,632
Fresno	9,413	126	148	9,537	24,683
Houston	27,021	429	897	27,514	77,808
Indianapolis	8,169	141	252	8,306	19,889
Kansas City	10,736	153	365	10,911	27,527
Las Vegas	21,670	479	552	22,182	76,227
Los Angeles	238,406	3,092	5,217	242,589	707,164
Miami	12,518	247	544	12,728	32,654
Minneapolis	29,727	553	727	30,228	74,719
Modesto	7,537	62	101	7,609	18,116
New York	68,714	1,244	2,348	69,996	170,381
Ogden	9,513	171	239	9,728	32,960
Olympia	6,568	135	132	6,710	19,574

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10.1.4
CONTINUED

2018	Maui	Moloka'i	Lāna'i	County	State
Orlando	6,951	155	287	7,125	19,934
Oxnard	19,363	189	338	19,628	51,579
Philadelphia	19,842	454	555	20,148	47,477
Phoenix	57,974	759	1,107	58,844	149,721
Pittsburgh	6,374	117	148	6,468	16,009
Portland	77,528	1,336	1,278	78,856	198,965
Provo	8,985	179	176	9,136	36,737
Reno	9,503	113	202	9,644	24,917
Riverside-San Bernardino	49,627	555	904	50,294	143,960
Sacramento	65,228	889	983	66,086	153,516
Salem	8,042	170	133	8,189	20,452
Salinas	6,256	50	113	6,351	17,468
Salt Lake City	21,885	303	388	22,190	66,290
San Antonio	7,876	170	238	8,068	27,906
San Diego	73,682	1,039	1,361	74,771	223,340
San Francisco	193,613	2,278	3,316	196,178	526,791
San Jose	80,919	859	1,161	81,769	215,513
San Luis Obispo	6,339	115	116	6,418	17,480
Santa Cruz	9,582	218	165	9,744	26,414
Santa Maria	7,432	130	200	7,616	22,100
Santa Rosa	16,578	264	274	16,788	39,610
Seattle	139,196	2,255	2,155	141,340	387,476
Spokane	11,858	199	141	12,044	28,629
St. Louis	12,770	235	459	13,091	30,600
Stockton	11,589	175	159	11,742	30,309
Tampa	7,286	192	254	7,407	21,215
Tucson	8,559	152	198	8,738	24,435
Vallejo	10,396	158	171	10,556	29,325
Virginia Beach	4,112	148	217	4,243	19,564
Washington D.C.	28,011	593	785	28,613	97,226

CBSA: Core Based Statistics Area

SOURCE: HAWAII'S TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT, AND U.S. CENSUS BUREAU.

10.1.5

**VISITOR ARRIVALS
MAUI COUNTY**

Year	International	Domestic	By Ship¹	Total
1994	531,610	1,808,906	NA	2,340,516
1995	564,092	1,762,705	NA	2,326,797
1996	586,576	1,732,034	NA	2,318,610
1997	542,018	1,788,366	NA	2,330,384
1998	527,950	1,776,165	33,093	2,304,115
1999	480,471	1,866,531	41,840	2,347,002
2000	470,035	1,834,631	32,288	2,336,954
2001	418,518	1,685,960	41,288	2,145,766
2002	369,324	1,770,103	58,853	2,198,280
2003	296,273	1,900,174	43,514	2,239,961
2004	270,029	1,937,797	69,427	2,277,253
2005	265,749	2,080,731	43,514	2,389,994
2006	299,679	2,198,555	106,039	2,567,136
2007	297,230	2,224,813	125,331	2,638,809
2008	278,532	1,850,510	105,148	2,234,190
2009	243,909	1,688,448	95,056	2,027,413
2010	294,572	1,828,063	99,483	2,222,118
2011	342,427	1,868,986	121,382	2,332,795
2012	400,611	1,952,718	264,113	2,617,442
2013	442,842	1,958,891	275,066	2,676,799
2014	445,057	2,011,878	228,992	2,456,935
2015	463,377	2,115,934	228,674	2,579,311
2016	470,232	2,207,858	216,250	2,678,089
2017	482,997	2,303,733	255,846	2,786,729
2018	490,187	2,473,377	251,749	2,963,564

1. Visitor arrivals by ships until 2011. Visitor arrivals by ships and by air starting in 2012.
NA: Not available

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.6

**NATION OF RESIDENCE OF VISITORS
TO MAUI COUNTY**

Arrivals by air

2018	Maui	Molokaʻi	Lānaʻi
Total	2,914,912	58,885	75,010
United States	2,277,080	41,167	55,484
Canada	279,940	3,852	6,004
Asia	113,129	3,299	3,659
China	26,654	1,173	836
Hong Kong	1,139	19	32
Japan	48,450	1,200	1,763
Korea	31,753	788	664
Singapore	1,529	5	87
Taiwan	3,603	113	277
Oceania	69,544	4,017	5,081
Australia	57,255	3,308	4,355
New Zealand	12,289	710	726
Europe	62,194	2,833	1,470
United Kingdom	15,577	276	389
France	8,333	815	179
Germany	23,347	1,263	519
Italy	5,867	127	97
Switzerland	9,071	351	285
Latin America	9,572	206	238
Argentina	2,995	49	51
Brazil	3,221	74	77
Mexico	3,357	83	109
Other	103,453	3,512	3,074

SOURCE: HAWAIIʻI TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.7

TOTAL AIR SEATS OPERATED TO KAHULUI AIRPORT

	2015	2016	2017	2018
TOTAL SEATS	2,271,354	2,334,832	2,329,750	2,626,225
Scheduled	2,265,402	2,332,192	2,328,461	2,622,292
Charter	5,952	2,640	1,289	3,933
DOMESTIC SEATS	2,069,804	2,124,832	2,124,475	2,407,806
Scheduled Seats	2,063,852	2,122,192	2,123,186	2,403,873
Charter Seats	5,952	2,640	1,289	3,933
US West	1,904,542	1,989,765	1,982,732	2,186,558
Anchorage	10,921	11,982	11,448	11,607
Bellingham	14,507	13,906	13,674	13,515
Denver	30,797	36,335	37,518	61,685
Los Angeles	590,630	600,975	626,990	637,353
Oakland	154,625	153,147	151,314	131,832
Phoenix	114,512	110,700	99,416	95,316
Portland	101,875	102,175	98,898	168,940
Sacramento	59,495	59,458	58,035	58,035
Salt Lake City	0	0	2,486	16,498
San Diego	67,808	72,001	61,533	106,426
San Francisco	333,855	403,513	409,835	457,662
San Jose	154,030	147,609	136,568	144,631
Seattle	271,487	277,964	275,017	283,058
US East	159,310	132,427	140,454	217,315
Chicago	40,936	21,672	21,520	74,984
Dallas	118,374	110,755	118,934	142,331
INTERNATIONAL SEATS	201,550	210,000	205,275	218,419
Canada	201,550	210,000	205,275	218,419
Calgary	35,848	39,456	40,859	48,171
Edmonton	12,582	14,574	10,480	10,480
Vancouver	153,120	155,970	153,936	159,768

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.1.8

**HOTEL OCCUPANCY AND ROOM RATES
MAUI ISLAND**

Month, 2018	Occupancy	Average Daily Rate (\$)	Revenue per Available Room (\$)
January	79.5%	434.22	345.06
February	82.7%	429.65	355.21
March	79.6%	426.65	339.50
April	79.0%	370.68	292.91
May	75.9%	341.44	259.15
June	77.3%	381.03	294.61
July	81.2%	404.05	327.98
August	72.0%	370.75	266.91
September	71.4%	302.14	215.70
October	70.9%	306.66	217.28
November	73.6%	334.80	246.46
December	69.8%	501.31	350.00
Total	75.9%	\$385.39	\$292.35

SOURCE: HAWAII'S TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.2.1

CLASS OF VISITOR ACCOMMODATION UNITS BY ISLAND

	2015	2016	2017	2018	2019
Maui					
Budget (up to \$100)	1.9%	1.6%	1.5%	1.1%	0.8%
Standard (\$101 to \$250)	19.2%	18.7%	18.9%	17.6%	18.1%
Deluxe (\$251 to \$500)	25.2%	23.4%	25.9%	20.2%	25.2%
Luxury (over \$500 per night)	53.8%	56.3%	53.7%	61.1%	55.9%
Moloka'i					
Budget (up to \$100)	6.2%	6.7%	7.2%	6.1%	2.2%
Standard (\$101 to \$250)	85.6%	88.9%	88.0%	89.8%	93.5%
Deluxe (\$251 to \$500)	8.2%	4.4%	3.6%	3.1%	3.8%
Luxury (over \$500 per night)	0.0%	0.0%	1.2%	1.0%	0.5%
Lāna'i					
Budget (up to \$100)	0.0%	0.0%	0.0%	0.0%	0.0%
Standard (\$101 to \$250)	4.5%	4.5%	2.6%	1.8%	2.6%
Deluxe (\$251 to \$500)	26.3%	26.3%	3.9%	0.0%	3.9%
Luxury (over \$500 per night)	69.2%	69.2%	93.4%	98.2%	93.4%
Hawai'i Island					
Budget (up to \$100)	9.9%	8.9%	9.6%	10.1%	10.6%
Standard (\$101 to \$250)	32.9%	27.0%	19.7%	21.3%	23.4%
Deluxe (\$251 to \$500)	36.5%	43.5%	41.5%	38.8%	35.3%
Luxury (over \$500 per night)	20.6%	20.6%	29.2%	29.7%	30.7%
Kaua'i					
Budget (up to \$100)	2.7%	2.1%	4.2%	2.4%	2.4%
Standard (\$101 to \$250)	33.7%	31.8%	35.8%	33.7%	32.5%
Deluxe (\$251 to \$500)	26.6%	29.7%	20.5%	20.9%	23.4%
Luxury (over \$500 per night)	37.0%	36.4%	39.5%	43.0%	41.8%
O'ahu					
Budget (up to \$100)	3.1%	2.8%	2.3%	5.4%	2.4%
Standard (\$101 to \$250)	32.2%	28.6%	25.4%	26.1%	29.6%
Deluxe (\$251 to \$500)	36.1%	39.2%	42.9%	35.1%	33.5%
Luxury (over \$500 per night)	28.6%	29.4%	29.4%	33.5%	34.5%
Statewide					
Budget (up to \$100)	3.8%	3.5%	3.4%	4.9%	3.2%
Standard (\$101 to \$250)	29.4%	26.4%	24.0%	24.3%	26.5%
Deluxe (\$251 to \$500)	32.6%	35.4%	36.9%	30.9%	30.7%
Luxury (over \$500 per night)	34.1%	34.6%	35.7%	39.9%	39.7%

Note: Totals may not sum to 100% due to rounding.

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.2

**VISITOR PLANT INVENTORY
BY ISLAND AND TYPE, MAUI COUNTY**

	2016		2017		2018		2019	
	Prop	Units	Prop	Units	Prop	Units	Prop	Units
Maui								
Apartment/Hotel	0	15	0	15	0	15	0	15
Bed & Breakfast	46	187	42	168	38	159	34	136
Condo Hotel	52	4,317	52	4,402	53	4,189	56	4,334
Hostel	3	48	3	48	3	48	3	62
Hotel	35	8,245	34	7,742	31	7,372	30	7,295
Individual Unit	376	5,469	323	5,472	220	5,912	207	5,749
Timeshare	22	3,160	22	3,379	23	3,648	29	3,655
Other	2	24	2	24	2	24	3	48
Total	536	21,465	478	21,250	370	21,367	362	21,294
Moloka'i								
Apartment/Hotel	0	0	0	0	0	0	0	0
Bed & Breakfast	1	1	1	1	1	1	2	2
Condo Hotel	2	73	2	71	2	70	2	70
Hostel	0	0	0	0	0	0	0	0
Hotel	0	0	0	0	0	0	0	0
Individual Unit	14	101	19	165	19	166	28	171
Timeshare	1	7	1	7	1	7	1	7
Other	0	0	0	0	0	0	0	0
Total	18	182	23	244	23	244	33	250
Lāna'i								
Apartment/Hotel	0	0	0	0	0	0	0	0
Bed & Breakfast	0	0	0	0	0	0	0	0
Condo Hotel	0	0	0	0	0	0	0	0
Hostel	0	0	0	0	0	0	0	0
Hotel	2	247	2	224	1	213	2	224
Individual Unit	2	5	2	5	2	5	2	5
Timeshare	0	0	0	0	0	0	0	0
Other	0	0	0	0	0	0	0	0
Total	4	252	4	229	3	218	4	229

Prop: Number of properties

SOURCE: HAWAII'Ī TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.3

SUMMARY OF VISITOR PLANT INVENTORY BY AREA AND TYPE, MAUI ISLAND

Area/Type, 2019	Properties	Units
Hāna		
Bed & Breakfast	1	2
Condo Hotel	1	17
Hotel	1	71
Individual Unit	8	17
Other	1	4
Kahului-Wailuku		
Apartment/Hotel	1	15
Bed & Breakfast	4	22
Hostel	2	44
Hotel	5	487
Individual Unit	9	26
Kula-Makawao		
Bed & Breakfast	12	43
Hotel	2	14
Individual Unit	6	21
Other	1	24
West Maui		
Bed & Breakfast	6	25
Condo Hotel	33	2,790
Hostel	1	18
Hotel	12	3,612
Individual Unit	74	2,349
Timeshare	19	3,115
Other	1	20
Ma'alaea		
Bed & Breakfast	1	5
Individual Unit	5	235
Wailea-Kīhei		
Bed & Breakfast	10	39
Condo Hotel	22	1,527
Hotel	10	3,111
Individual Unit	105	3,101
Timeshare	10	540

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.2.4

VISITOR PLANT INVENTORY MAUI COUNTY

Year	Available Units
1987	13,849
1988	15,168
1989	15,708
1990	17,869
1991	18,702
1992	19,290
1993	19,127
1994	18,804
1995	NA
1996	17,824
1997	18,552
1998	18,650
1999	18,609
2000	18,270
2001	18,234
2002	17,992
2003	18,303
2004	18,445
2005	19,220
2006	19,571
2007	19,879
2008	19,653
2009	20,151
2010	20,383
2011	21,745
2012	20,441
2013	18,691
2014	18,694
2015	21,413
2016	21,899
2017	21,723
2018	21,829
2019	21,773

NA: Not available

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR PLANT INVENTORY.

10.3.1

DAILY EXPENDITURES PER PERSON BY ISLAND

Arrivals by air

2018	Maui	Moloka'i	Lāna'i	Hawai'i	Kaua'i	O'ahu
Total Spending	\$212.60	\$143.30	\$426.50	\$183.70	\$191.90	\$196.90
Lodging	104.10	55.20	263.30	76.00	86.50	85.40
Total Food and Beverage	42.00	26.40	90.80	38.00	39.90	38.10
Restaurants	27.00	10.40	69.00	25.00	24.20	25.50
Dinner shows and cruises	4.90	2.90	16.30	2.60	4.90	4.60
Groceries and snacks	10.20	13.10	5.40	10.40	10.80	8.10
Entertainment & Recreation	17.90	14.00	20.60	19.50	21.90	18.20
Total Transportation	24.70	35.80	28.70	28.30	23.80	15.60
Interisland airfare	4.00	16.80	24.20	6.90	3.10	2.00
Ground transportation	0.70	0.80	0.70	0.70	0.50	2.10
Rental vehicles	18.60	16.90	3.70	18.50	19.10	10.50
Gasoline, parking, etc.	1.30	1.20	0.10	2.20	1.10	1.00
Total Shopping	17.30	7.30	12.00	15.90	14.80	31.40
Fashion and clothing	6.80	1.50	6.70	5.70	5.90	11.90
Jewelry and watches	3.20	0.10	1.20	2.00	2.40	3.80
Cosmetics, perfume	0.50	0.20	0.00	0.30	0.30	1.50
Leather goods	0.70	0.20	0.10	0.20	0.20	4.00
Hawai'i food products	2.20	3.10	0.60	3.80	2.30	3.70
Souvenirs	4.00	2.00	3.40	3.90	3.70	6.50
All Other Expenses	6.50	4.60	11.20	6.00	5.10	8.10

Note: Sums may not add up to total due to rounding.

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.2

**CRUISE VISITOR PER PERSON PER DAY SPENDING
BY ISLAND**

2018	Maui	Hawai'i	Kaua'i	O'ahu	State
Total Spending	\$81.10	\$60.00	\$63.00	\$124.00	\$252.70
Lodging	10.90	2.70	9.50	38.70	20.10
Total Food and Beverage	11.70	7.60	6.40	23.00	13.80
Restaurants	7.50	4.60	4.20	16.40	9.50
Dinner shows	2.30	0.60	1.00	3.20	2.00
Groceries and snacks	1.90	2.40	1.20	3.30	2.30
Entertainment and Recreation	2.20	1.30	2.00	3.80	2.70
Shore Tour	24.90	21.60	27.60	18.20	23.80
Total Transportation	7.30	6.70	5.40	12.10	8.50
Interisland airfare	1.60	2.30	1.60	2.10	1.80
Ground transportation	1.80	1.90	1.10	5.10	2.80
Rental car, moped	3.40	2.20	2.50	4.20	3.40
Other transportation	0.40	0.30	0.30	0.70	0.50
Total Shopping	20.70	16.60	10.10	24.90	19.10
Fashion and clothing	7.90	4.60	3.60	9.90	7.00
Jewelry and watches	4.30	2.00	2.20	5.40	3.80
Cosmetics, perfume	1.50	0.30	0.10	1.20	0.90
Leather goods	0.80	1.30	0.10	0.90	0.90
Hawai'i food products	1.70	3.80	1.20	2.30	2.10
Souvenirs	4.70	4.50	2.90	5.10	4.40
All Other Spending Outside Ship	3.30	3.50	2.10	3.50	3.00

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.3

SUMMARY VISITOR CHARACTERISTICS MAUI COUNTY

Arrivals by air

2018	Total	Domestic	International
Islands Visited			
O'ahu	794,013	529,124	264,889
Maui County	2,963,564	2,473,377	490,187
Maui	2,914,912	2,432,854	482,058
Maui Only	1,902,019	1,707,452	194,567
Moloka'i	58,885	42,441	16,445
Moloka'i Only	8,055	7,557	498
Lāna'i	75,010	54,310	20,700
Lāna'i Only	12,186	11,620	567
Kaua'i	345,585	268,615	76,970
Hawai'i Island	365,975	271,949	94,026
Kona	312,707	232,579	80,128
Hilo	210,938	147,353	63,584
Visit Status			
First-Time (%)	31.4	28.9	44.5
Repeat (%)	68.6	71.1	55.5
Average Number of Trips	5.29	5.67	3.33
Party Size			
Average Party Size	2.25	2.22	2.39
Accommodations			
Hotel	1,623,140	1,329,562	293,577
Hotel Only	1,239,976	1,043,621	196,355
Condo	817,370	656,592	160,779
Condo Only	624,119	517,961	106,158
Timeshare	313,459	282,372	31,087
Timeshare Only	231,556	213,573	17,983
Rental House	261,693	212,589	49,105
Hostel	32,889	21,714	11,175
Camp Site, Beach	25,152	18,121	7,032
Bed & Breakfast	42,240	33,273	8,966
Cruise Ship	111,559	87,460	24,099
Friends or Relatives	186,988	169,991	16,997

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.4

SUMMARY VISITOR CHARACTERISTICS BY ISLAND, MAUI COUNTY

Arrivals by air

2018	Maui	Moloka'i	Lāna'i
Islands Visited			
O'ahu	773,228	33,700	36,921
Maui County	2,914,912	58,885	75,010
Maui	2,914,912	35,829	48,526
Moloka'i	35,829	58,885	14,082
Lāna'i	48,526	14,082	75,010
Kaua'i	339,140	18,970	23,029
Hawai'i Island	357,519	21,550	24,467
Kona	305,439	19,723	22,762
Hilo	207,786	16,207	17,256
Island only	1,902,019	8,055	12,186
Visit Status			
First-Time (%)	31.5	37.6	39.2
Repeat (%)	68.5	62.4	60.8
Average Number of Trips	5.27	5.42	4.89
Party Size			
Average Party Size	2.25	2.05	2.18
Accommodations			
Hotel	1,596,448	30,322	51,399
Hotel Only	1,219,186	16,865	34,987
Condo	808,630	14,757	12,463
Condo Only	618,201	8,761	7,706
Timeshare	310,555	3,829	5,347
Timeshare Only	229,573	1,955	2,847
Rental House	255,031	8,597	6,542
Hostel	32,345	1,551	990
Camp Site, Beach	24,722	1,008	829
Bed & Breakfast	41,440	1,852	1,289
Cruise Ship	111,194	6,099	8,844
Friends or Relatives	178,861	8,427	6,255

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.5

TOTAL CRUISE PASSENGERS BY MMA MAUI COUNTY

	Visitors	US West	US East	Canada	Oceania	Europe	Other	Hawai'i Residents	Total
2013									
Maui	275,066	84,739	106,692	34,878	18,764	10,032	19,962	3,569	278,635
Moloka'i	4,703	2,564	1,423	150	128	54	384	71	4,774
Lāna'i	6,673	3,752	1,657	455	199	133	477	21	6,694
2014									
Maui	228,992	62,528	86,832	32,208	17,353	9,731	20,340	4,241	233,233
Moloka'i	2,847	1,292	667	313	201	50	324	70	2,917
Lāna'i	4,593	2,106	896	316	493	217	565	72	4,665
2015									
Maui	228,674	58,572	91,830	27,810	23,414	10,653	16,395	3,702	232,376
Moloka'i	3,140	1,461	912	337	174	112	144	72	3,212
Lāna'i	4,858	2,041	1,612	365	331	183	326	59	4,917
2016									
Maui	216,250	58,076	84,281	22,350	27,284	7,889	16,369	3,596	219,846
Moloka'i	3,523	1,486	892	211	299	125	509	0	3,523
Lāna'i	5,052	2,063	1,471	459	489	126	444	0	5,052
2017									
Maui	236,901	62,393	98,570	20,055	29,710	8,696	17,476	2,566	239,467
Moloka'i	3,173	1,346	804	275	380	38	330	0	3,173
Lāna'i	4,685	2,020	1,187	407	489	69	513	0	4,685
2018									
Maui	237,713	62,181	103,067	23,882	20,583	9,239	18,760	3,808	241,521
Moloka'i	2,911	1,396	944	114	112	101	244	0	2,911
Lāna'i	4,551	1,980	1,548	292	111	104	515	73	4,624

MMA: Major Market Area

SOURCE: HAWAII TOURISM AUTHORITY, ANNUAL VISITOR RESEARCH REPORT.

10.3.6

**CRUISE AND PASSENGER SHIP SCHEDULE
KAHULUI AND LAHAINA HARBORS**

	Ships Scheduled	
	2019	2020
Kahului Harbor		
January	6	4
February	3	5
March	5	5
April	5	10
May	5	3
June	5	4
July	4	4
August	4	5
September	5	8
October	9	8
November	6	5
December	8	5
Total	65	66
Lahaina Small Boat Harbor		
January	4	3
February	4	5
March	2	8
April	8	9
May	4	7
June	1	1
July	0	0
August	0	0
September	5	7
October	6	7
November	7	6
December	4	4
Total	45	57

Note: Schedules are tentative.

SOURCE: HAWAII'S STATE DEPARTMENT OF TRANSPORTATION, HARBORS DIVISION, MAUI PASSENGER AND CRUISE VESSELS SCHEDULE;
HAWAII'S STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF BOATING & OCEAN RECREATION, SCHEDULE
OF PASSENGER/CRUISE VESSELS; HAWAII.PORTCALL.COM

10.4.1

ACTIVITY PARTICIPATION BY VISITOR CATEGORY MAUI ISLAND

2018	US West	US East	Japan	Canada
All Sightseeing	95.9%	96.3%	93.7%	97.2%
On own (Self-guided)	85.0%	83.0%	68.9%	88.4%
Scenic views / natural landmarks	57.3%	66.8%	29.5%	63.5%
Boat / submarine / whale	33.3%	39.3%	14.4%	28.6%
Visit towns	57.3%	57.6%	37.6%	62.2%
Limo / van / bus tour	5.4%	13.1%	15.1%	7.4%
Helicopter / airplane	3.9%	7.7%	3.4%	5.4%
Movie / TV film location	0.5%	0.8%	2.1%	0.8%
All Recreation	97.9%	96.9%	94.5%	98.5%
Beach / sunbathing	89.1%	86.8%	65.3%	92.7%
Swimming in the ocean	72.9%	68.4%	37.1%	77.7%
Snorkel	56.3%	48.8%	22.2%	59.0%
Parks / botanical gardens	32.3%	36.9%	23.9%	36.4%
Running / jogging / fitness walk	32.6%	29.2%	12.4%	33.1%
Backpacking / hiking / camping	27.4%	29.7%	4.1%	28.2%
Bodyboard / standup paddleboard	17.2%	10.5%	4.2%	18.6%
Spa	12.6%	11.9%	2.8%	7.8%
Golf	7.6%	8.5%	11.9%	9.3%
Agritourism	11.2%	13.1%	14.3%	8.2%
Canoeing / kayak	4.8%	4.7%	2.1%	3.8%
Surfing	6.8%	6.9%	3.5%	11.6%
Scuba diving	3.8%	3.5%	1.4%	4.0%
Fishing	2.7%	2.3%	1.4%	2.3%
Jet ski / parasail	3.4%	2.5%	2.1%	0.7%
Sports event / tournament	1.6%	1.6%	5.6%	2.2%
Windsurf / kitesurf	0.3%	0.4%	1.4%	0.7%
Zip-lining	7.6%	6.7%	2.1%	4.1%
All terrain vehicle (ATV)	1.6%	1.5%	1.4%	0.8%
Horseback riding	1.7%	1.6%	6.8%	0.8%
All Entertainment / Dining	98.4%	97.7%	97.9%	99.1%
Family restaurant	62.4%	55.8%	19.4%	63.8%
Fine dining	59.9%	61.1%	43.9%	52.1%
Prepared own meals	59.6%	42.4%	19.5%	72.3%
Café / coffee house	44.6%	39.3%	40.6%	48.8%
Live music / stage show	32.4%	36.3%	16.4%	30.9%

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10.4.1

CONTINUED

2018	US West	US East	Japan	Canada
Lunch / sunset / dinner / evening cruise	25.1%	26.7%	13.7%	21.3%
Fast food	32.5%	28.6%	33.2%	40.9%
Ethnic dining	27.4%	26.9%	13.7%	23.7%
Nightclub / dancing / bar / karaoke	7.9%	7.0%	10.2%	6.6%
Food truck	24.3%	23.6%	9.0%	33.3%
All Shopping	96.8%	95.9%	97.2%	97.9%
Local shops / artisans	68.0%	67.4%	12.4%	68.3%
Supermarkets	72.2%	61.2%	50.4%	77.2%
Convenience stores	46.2%	43.3%	24.9%	50.8%
Malls / department stores	44.7%	39.9%	62.0%	56.6%
Hotel / resort stores	34.5%	41.5%	28.7%	24.2%
Farmer's market	32.6%	24.6%	6.2%	39.2%
Designer boutiques	20.7%	19.5%	9.7%	19.3%
Discount / outlet stores	21.6%	18.4%	16.6%	27.7%
Swap meet / flea market	15.6%	12.3%	5.5%	19.2%
Duty free stores	3.6%	3.5%	27.2%	6.8%
All Culture	66.0%	69.5%	61.7%	65.8%
Luau / Polynesian show / hula show	31.8%	40.8%	6.2%	33.0%
Other historic site	21.4%	22.4%	27.4%	19.5%
Museum / art gallery	20.5%	16.3%	8.2%	18.4%
Art / craft fair	16.6%	15.0%	5.5%	14.8%
Festivals / events	3.1%	2.9%	7.0%	3.5%
Play / concert / theatre	4.3%	4.5%	2.0%	5.2%
Lessons, ukulele / hula / canoeing	6.1%	6.8%	2.8%	6.8%
Historic military site	3.3%	4.9%	18.4%	2.9%
All Transportation	93.9%	95.3%	95.8%	96.5%
Rental car	86.8%	83.3%	60.1%	89.2%
Airport shuttle	15.5%	17.2%	12.4%	17.7%
Tour bus / tour van	6.0%	13.2%	26.7%	8.3%
Taxi / limousine	5.3%	8.4%	23.6%	7.8%
Public bus	1.9%	2.3%	11.0%	4.8%
Trolley	1.7%	1.7%	8.3%	1.9%
Ride share	8.9%	10.3%	1.4%	6.5%
Bicycle rental	1.8%	1.7%	1.4%	2.1%

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

10.4.2

EXCELLENT SATISFACTION RATINGS BY ISLAND U.S. AND JAPAN VISITORS

	Maui	Moloka'i	Lāna'i	Hawai'i	Kaua'i	O'ahu
U.S. Visitors						
2014	69.5%	61.3%	60.4%	60.9%	72.0%	54.0%
2015	70.6%	56.2%	55.5%	59.7%	74.0%	57.2%
2016	88.8%	81.0%	74.3%	82.3%	92.8%	78.5%
2017	89.8%	93.9%	89.5%	84.4%	92.8%	81.8%
2018	89.5%	87.6%	86.4%	87.2%	89.0%	79.4%
Japan Visitors						
2014	57.4%	20.4%	26.4%	61.2%	47.6%	56.2%
2015	56.6%	39.9%	30.8%	52.0%	49.9%	56.6%
2016	75.1%	66.0%	60.3%	74.6%	70.4%	76.5%
2017	75.0%	65.8%	56.7%	77.5%	82.3%	77.6%
2018	76.6%	34.0%	37.8%	82.2%	78.7%	72.2%

SOURCE: HAWAI'I TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

10.4.3

OVERALL ISLAND EXPERIENCE BY MMA AND ISLAND MAUI COUNTY

2018	US Total	US West	US East	Japan	Canada
Maui					
Excellent	89.5%	88.9%	90.1%	76.6%	88.5%
Above Average	9.3%	9.8%	8.7%	22.7%	10.3%
Below Average	1.1%	1.2%	1.0%	0.0%	1.2%
Poor	0.3%	0.2%	0.3%	0.6%	0.0%
Moloka'i					
Excellent	87.6%	90.0%	85.1%	34.0%	73.4%
Above Average	10.1%	7.2%	12.9%	66.0%	21.2%
Below Average	2.5%	2.9%	2.0%	0.0%	5.4%
Poor	0.0%	0.0%	0.0%	0.0%	0.0%
Lāna'i					
Excellent	86.4%	89.5%	83.2%	37.8%	75.7%
Above Average	10.2%	8.3%	12.0%	49.6%	17.9%
Below Average	2.5%	2.3%	2.7%	12.6%	6.4%
Poor	0.6%	0.0%	1.1%	0.0%	0.0%

MMA: Major Market Area

SOURCE: HAWAI'I TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

10.4.4

VISITORS BY INCOME LEVEL AND MMA MAUI COUNTY

Income ¹	US West	US East	Canada
Under \$40,000	7.1%	6.5%	7.7%
\$40,000 to \$59,999	8.1%	8.5%	9.7%
\$60,000 to \$79,999	10.9%	11.4%	12.4%
\$80,000 to \$99,999	10.3%	10.6%	14.3%
\$100,000 to \$124,999	15.0%	14.7%	15.7%
\$125,000 to \$149,999	12.2%	10.9%	11.5%
\$150,000 to \$174,999	9.1%	8.5%	8.8%
\$175,000 to \$199,999	5.8%	5.9%	5.5%
\$200,000 to \$249,999	7.8%	8.7%	5.5%
\$250,000 or more	13.7%	14.2%	8.9%

Income ¹	Europe	Oceania
Under \$40,000	15.1%	9.7%
\$40,000 to \$59,999	15.2%	11.0%
\$60,000 to \$79,999	15.9%	13.3%
\$80,000 to \$99,999	12.6%	12.1%
\$100,000 to \$124,999	10.7%	15.5%
\$125,000 to \$149,999	8.9%	10.4%
\$150,000 to \$174,999	5.4%	9.8%
\$175,000 to \$199,999	4.6%	5.6%
\$200,000 to \$249,999	4.2%	5.6%
\$250,000 or more	7.2%	7.0%

1. All in U.S. dollars.

MMA: Major Market Area

SOURCE: HAWAII'S TOURISM AUTHORITY, 2018 VISITOR SATISFACTION AND ACTIVITY REPORT.

10.4.5

**VISITATION DECISION TIMETABLE
MAUI COUNTY**

Visitors, 2018	More than 1 year	6 to 12 months	3 to 6 months	2 to 3 months	1 to 2 months	Less than 1 month
U.S. West						
Decide to take vacation/pleasure trip	18.8%	31.5%	21.2%	10.0%	8.5%	9.9%
Decide to visit Hawai'i	19.6%	30.0%	20.5%	9.8%	8.1%	12.0%
Decide on which islands to visit	16.3%	29.1%	20.0%	10.2%	8.4%	16.1%
Set date for the trip	11.2%	29.7%	22.5%	12.6%	10.1%	13.9%
Begin booking your trip	7.4%	28.4%	25.2%	14.5%	11.0%	13.4%
U.S. East						
Decide to take vacation/pleasure trip	24.0%	34.1%	19.1%	8.9%	6.4%	7.4%
Decide to visit Hawai'i	24.3%	32.5%	19.0%	8.9%	6.5%	8.8%
Decide on which islands to visit	18.6%	32.2%	19.2%	9.7%	6.9%	13.4%
Set date for the trip	15.1%	33.7%	21.4%	11.1%	7.7%	10.9%
Begin booking your trip	10.2%	32.7%	23.8%	13.1%	9.3%	10.9%
Canada						
Decide to take vacation/pleasure trip	20.3%	34.3%	20.4%	9.9%	7.4%	7.8%
Decide to visit Hawai'i	19.8%	32.2%	19.9%	10.5%	7.8%	9.8%
Decide on which islands to visit	15.8%	30.6%	20.4%	11.2%	8.4%	13.7%
Set date for the trip	11.7%	32.2%	22.9%	12.3%	9.3%	11.5%
Begin booking your trip	8.4%	29.9%	25.5%	14.0%	10.7%	11.5%
Europe						
Decide to take vacation/pleasure trip	26.4%	37.1%	18.2%	7.4%	4.7%	6.2%
Decide to visit Hawai'i	25.2%	36.9%	18.6%	7.8%	5.3%	6.1%
Decide on which islands to visit	18.5%	34.8%	19.9%	10.4%	6.5%	9.9%
Set date for the trip	16.3%	36.6%	21.7%	10.1%	6.6%	8.7%
Begin booking your trip	11.5%	37.7%	22.5%	11.7%	8.1%	8.4%

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10.4.5

CONTINUED

Visitors, 2018	More than 1 year	10 to 12 months	7 to 9 months	4 to 6 months	1 to 3 months	Less than 1 month
Japan						
Decide to take vacation/pleasure trip	14.7%	27.9%	28.2%	14.2%	9.1%	5.9%
Decide to visit Hawai'i	13.1%	26.6%	28.4%	15.5%	9.9%	6.5%
Decide on which islands to visit	11.0%	25.9%	28.6%	16.6%	10.4%	7.5%
Set date for the trip	5.1%	23.4%	29.9%	20.1%	13.3%	8.2%
Begin booking your trip	3.1%	20.9%	30.3%	21.6%	14.6%	9.4%
Korea						
Decide to take vacation/pleasure trip	4.6%	22.1%	30.1%	19.2%	13.4%	10.5%
Decide to visit Hawai'i	4.2%	19.9%	29.8%	19.8%	13.9%	12.5%
Decide on which islands to visit	2.6%	16.4%	27.6%	20.4%	15.9%	17.1%
Set date for the trip	2.0%	17.6%	27.3%	22.2%	16.8%	14.1%
Begin booking your trip	1.6%	13.9%	26.1%	23.4%	19.3%	15.7%
China						
Decide to take vacation/pleasure trip	7.4%	16.9%	26.9%	21.5%	13.5%	13.8%
Decide to visit Hawai'i	5.4%	14.2%	22.9%	22.1%	18.2%	17.2%
Decide on which islands to visit	3.1%	11.0%	20.3%	21.1%	19.2%	25.2%
Set date for the trip	2.9%	9.9%	21.3%	22.0%	20.5%	23.5%
Begin booking your trip	2.4%	8.0%	20.1%	21.0%	21.0%	27.6%
Oceania						
Decide to take vacation/pleasure trip	24.6%	43.5%	17.9%	6.6%	3.7%	3.7%
Decide to visit Hawai'i	21.6%	43.1%	18.9%	7.4%	4.4%	4.6%
Decide on which islands to visit	18.1%	40.8%	20.2%	8.4%	4.7%	7.9%
Set date for the trip	16.7%	43.8%	20.3%	8.2%	4.8%	6.3%
Begin booking your trip	13.3%	43.4%	22.0%	9.5%	5.6%	6.2%

SOURCE: HAWAII TOURISM AUTHORITY, VISITOR SATISFACTION AND ACTIVITY REPORT.

10.5.1

**ATTENDANCE AT MUSEUMS
AND OTHER CULTURAL ATTRACTIONS
MAUI COUNTY**

Attraction	2016	2017	2018
Maui			
Alexander & Baldwin Sugar Museum	41,235	36,621	32,025
Aquarium Maui / Maui Ocean Center	313,989	340,107	365,939
Haleakala National Park	1,263,558	1,112,390	1,044,084
Haleki'i-Pihana Heiaus State Monument	NA	NA	NA
Hāna Cultural Center	NA	385	NA
Īao Valley State Monument	NA	NA	NA
Kula Botanical Garden	22,300	23,500	22,750
Lahaina Restoration Foundation	21,822	25,152	27,671
Baldwin Missionary Home Museum	14,538	14,340	15,300
Hale Pa'i Printing House	282	228	413
Wo Hing Temple Museum	7,002	10,584	11,958
Maui Historical Society Bailey House Museum	12,049	11,884	16,974
The Whale Center of Hawai'i	NA	NA	NA
Moloka'i			
Kalaupapa National Historical Park	71,527	76,512	72,146
Kalaupapa Settlement	NA	NA	NA
Lana'i			
Lana'i Culture & Heritage Center	8,946	11,258	8,461

NA: Not available

SOURCE: HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM, RESEARCH AND ECONOMIC ANALYSIS DIVISION,
STATE OF HAWAII DATA BOOK.

10.5.2

NATIONAL AND STATE HISTORIC SITES MAUI COUNTY

2019	Maui	Kaho'olawe	Lāna'i	Moloka'i
Listed Hawai'i Register	75	1	1	158
Listed National Register	39	1	2	27
Nominated Hawai'i Register	0	0	0	0

As of June 26. Categories are not exclusive. A site may be listed on both Hawai'i Register and National Register.

SOURCE: HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, STATE HISTORIC PRESERVATION DIVISION.

10.5.3

NATIONAL, STATE, AND COUNTY PARKS MAUI COUNTY

	2014	2015	2016	2017	2018
National Parks					
Number	2	2	2	2	2
Acreage	44,043	44,043	44,043	44,044	44,044
Visits	1,209,250	1,284,663	1,335,085	1,188,902	1,116,230
State Parks and Historic Sites					
Number	10	10	10	10	NA
Acreage	560.2	560.2	564	560	NA
County Parks					
Number	144	146	149	150	149
Acreage	2,152	2,177	2,492	2,506	2,548

NA: Not available

SOURCE: U.S. DEPARTMENT OF THE INTERIOR, NATIONAL PARK SERVICE, PACIFIC ISLANDS SUPPORT OFFICE; HAWAII STATE DEPARTMENT OF LAND AND NATURAL RESOURCES, DIVISION OF STATE PARKS; COUNTY PARKS AND RECREATION DEPARTMENTS. COMPILED BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM.

10.5.4

**COMMUNITY CENTERS
MAUI COUNTY**

Name	Location	Maximum Capacity	Tables	Chairs	Kitchen	Public Parking
Eddie Tam Memorial	Makawao	380	33	390	yes	39
Ha'ikū	Ha'ikū	272	40	242	yes	48
Hāli'imaile Annex	Hāli'imaile	60	9	58	yes	2
Hāna	Hāna	140	25	114	yes	Unmarked
Helene Hall	Hāna	304	24	240	no	20
Kahului	Kahului	200	8	64	yes	30
Kalama Park Extension	Kīhei	250	12	12	yes	Unmarked
Kenolio	Kīhei	175	13	62	yes	64
Kēōkea	Kula	108	11	80	yes	37
Kīhei	Kīhei	600	38	30	yes	149
Kilohana	Kaunakakai	150	5	20	yes	20
Kualapu'u	Kualapu'u	97	9	72	yes	100
Kula	Kula	180	61	134	yes	64
Lahaina Civic Center	Lahaina	322	23	322	yes	150
Lāna'i	Lāna'i City	200	26	100	yes	64
Maunaloa	Maunaloa	170	25	170	yes	Unmarked
Mayor Hannibal Tavares	Pukalani	755	50	506	yes	141
Mitchell Pau'ole	Kaunakakai	246	22	160	yes	21
Old Kalama Park Pavilion	Kīhei	80	12	0	no	79
Pā'ia	Pā'ia	324	29	221	yes	37
Waikapū	Waikapu	100	8	80	yes	8
Wailuku	Wailuku	500	8	96	yes	84

SOURCE: COUNTY OF MAUI, DEPARTMENT OF PARKS AND RECREATION.

10.5.5

SEATING CAPACITIES OF SELECTED FACILITIES MAUI COUNTY

Facility	Capacity
Stadiums, Auditoriums, and Gymnasiums	
War Memorial Complex	
Track & Football Stadium	20,000
Gym	2,892
Baseball Stadium	1,200
Kamehameha School Stadium	2,200
Maui High Gym	2,000
Kamahameha High School Gym	1,800
Baldwin High Auditorium	1,183
Kamehameha Middle School Gym	700
Wailuku Gym	600
Seabury Hall Gym	400
Civic Centers and Theaters	
Maui Arts & Cultural Center	
Amphitheater	4,000
Castle Theater	1,200
Gallery	400
Theater Stage	400
McCoy Theater	248
Community Hall	230
Classroom C	16
Lahaina Civic Center Convention Hall	2,400
Maui Theatre	680
ʻĪao Theater	400
UH Maui College Student Center Lounge	100
Maui Academy of Performing Arts	60
Churches	
First Assembly of God Maui (Puʻunene Avenue)	2,000
First Assembly of God (Kane Street)	500
St. Anthony Church	500
Makawao Union Church	350
First Assembly of God Maui (Kula)	250
First Assembly of God Maui (Molokaʻi)	200
Makawao Union Church Hall	200
St. John Episcopal Church	200
ʻĪao Congegational	175
ʻĪao Congegational Hall	100
St. John Episcopal Church Hall	100

SOURCE: OFFICIALS OF THE FACILITIES.

10.6.1

DOG LICENSES ISSUED BY ISLAND

Year	State Total	Maui ¹	Moloka'i	Lana'i	Hawai'i	Kaua'i	O'ahu
1993	27,586	2,427	46	26	4,006	1,000	20,081
1994	29,010	3,171	57	26	4,099	2,172	19,485
1995	28,442	1,446	48	82	4,911	1,925	20,030
1996	30,376	699	58	32	5,381	2,961	21,245
1997	28,395	1,378	80	33	5,871	1,320	19,713
1998	28,645	649	83	35	5,777	2,240	19,861
1999	32,137	4,473	84	29	6,311	1,201	20,039
2000	31,147	4,587	25	57	5,627	785	20,066
2001	31,068	4,285	NA	NA	5,919	2,103	18,761
2002	30,909	4,420	30	50	6,809	1,848	17,752
2003	29,519	2,901	47	12	6,786	3,100	16,673
2004	50,180	3,977	30	25	8,085	1,942	36,121
2005	53,415	4,621	30	24	10,454	2,648	35,638
2006	50,440	4,282	27	17	8,836	2,115	35,163
2007	50,403	4,997	27	9	6,504	3,900	34,966
2008	50,919	7,009	32	16	6,186	2,547	35,129
2009	52,623	5,039	36	25	7,881	4,513	35,129
2010	51,072	4,683	61	65	7,353	4,113	34,797
2011	49,763	4,880	24	22	6,647	4,454	33,736
2012	NA	4,042	NA	NA	6,205	2,664	32,892
2013	42,904	3,978	26	54	6,292	3,709	32,970
2014	NA	4,034	NA	NA	7,050	1,595	32,474
2015	NA	3,701	NA	NA	7,399	3,345	30,983
2016	NA	3,520	NA	NA	8,203	1,370	30,560
2017	NA	3,988	NA	NA	7,804	2,893	30,692
2018	NA	4,061	NA	NA	5,738	NA	28,961

1. For the years 1995-1998, the number of registrations issued by the Maui Humane Society was not included in the count.

NA: Not available.

SOURCE: COMPILED BY THE HAWAII STATE DEPARTMENT OF BUSINESS, ECONOMIC DEVELOPMENT AND TOURISM; MAUI HUMANE SOCIETY.

10.6.2

**ANIMAL ACQUISITIONS AND DISPOSITIONS
MAUI HUMANE SOCIETY**

	FY 2016-2017			FY 2017-2018		
	Dogs	Cats	Other	Dogs	Cats	Other
Area						
Lahaina	168	424	27	206	442	34
Kīhei	230	722	218	214	705	307
Makawao	170	284	134	191	258	162
Kahului	272	593	264	328	533	252
Kula	112	198	73	130	175	233
Wailuku	300	741	170	397	676	192
Pā'ia	27	118	8	56	59	5
Ha'ikū	162	281	119	198	223	86
Hāna	74	53	8	89	31	5
Lāna'i	13	0	0	9	0	0
Moloka'i	1	0	0	0	0	0
Left at shelter	170	171	75	23	28	12
Total	1,699	3,585	1,096	1,841	3,130	1,288
Intakes						
Strays	1,107	2,873	701	1,226	2,353	923
Owner turn ins	585	700	395	607	763	349
Born here	7	12	0	8	14	16
Total Live Intakes	1,699	3,585	1,096	1,841	3,130	1,288
Dead on arrival	33	147	11	33	165	8
Owner requested euthanasia	132	79	4	146	110	237
Total Intakes	1,864	3,811	1,111	2,020	3,405	1,533
Live Release						
Reclaim by owner	554	356	58	732	567	22
Adopted	653	942	263	669	1,114	335
Transferred	358	284	10	366	439	26
Total	1,565	1,582	331	1,767	2,120	383
Dispositions						
Missing in action	1	6	7	1	18	3
Died at shelter	12	25	10	11	50	30
Euthanized unhealthy	105	1,558	641	72	709	861
Euthanized treatable	19	380	90	2	152	2
Euthanized healthy	0	0	7	0	0	0
Total Euthanized	124	1,938	738	74	861	863

SOURCE: MAUI HUMANE SOCIETY.

10.6.3

MAUI HUMANE SOCIETY CALL SLIPS AND CITATIONS ISSUED

Call Slips	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18
Leash Law	773	581	652	630
No Tax	111	60	150	201
Barking	156	188	60	108
Cruelty/Neglect	869	581	510	480
Yard Inspection	4	1	0	0
Injured Animals	179	154	121	160
Injured Wild Life	2	1	1	0
Large Animal Trespass	10	NA	3	0
Spay/Neuter Reclaims	NA	NA	NA	NA
Abandonment	49	31	24	22
Dangerous Dog Recheck	66	19	14	15
Dog to Dog Bites	53	57	55	41
Dog to Human Bites	62	57	47	41
Dog to Other Bites	44	28	21	36
Ongoing Investigation	1,080	389	240	120
Pickup/Deliver/Misc.	542	461	322	185
Stray Dog Pick Up	768	524	400	377
Dead on Arrival	556	50	425	281
Stray Cat Pick Up	469	125	105	65
Owned Animal Pick Up	12	5	78	81
Pick Up Police Reports, License	NA	NA	NA	NA
Other Animal Pick Up	3	1	2	0
Wild Life Pick Up	0	NA	NA	0
Wild Life Transfer	0	NA	NA	0
Preventative Patrols	1,727	3,879	7,233	4,350
Personal Assist	837	856	765	550
Total	8,372	8,048	11,228	7,743

FY 2017-18	Upcountry	Hāna	Kahului	Wailuku	Lahaina	Kīhei
Leash Law	40	0	10	50	35	10
No Tax	3	0	0	3	10	0
Inhumane Manner	0	0	3	2	0	2
Cruelty	0	0	0	0	2	3
Aggressive Dog	15	2	10	8	1	2
Dangerous Dog Non Compliance	0	0	1	0	0	2
Interference	0	0	0	0	0	0
Abandonment	0	0	0	0	0	0
Livestock At Large	0	0	0	0	0	0
Total	58	2	24	63	48	19

NA: Not available

SOURCE: MAUI HUMANE SOCIETY.



Domestic Trade

Section 11

DOMESTIC TRADE

This final section covers data on manufacturers, service establishments, professional firms, retail trade and nonemployers.

Also included is a list of Maui County's largest private corporations. The largest private corporation on Maui is Jim Falk Automotive Group with 270 employees, and sales of \$376 million in 2018.

The 2017 Economic Census release started in Fall 2019.

11.1.1

MANUFACTURING MAUI COUNTY AND STATE OF HAWAI'I

2012	Maui County		State of Hawai'i	
	All	Food	All	Food
Number of establishments	99	34	796	240
20 employees or more	7	3	126	48
All employees	997	607	11,440	4,796
Annual payroll (\$1,000)	41,107	23,170	465,024	155,511
Production workers	623	362	7,396	3,122
Hours (1,000)	1,261	786	13,640	5,646
Wages (\$1,000)	25,641	14,000	257,974	86,992
Value added (\$1,000)	172,964	120,292	1,101,021	533,962
Total cost of materials (\$1,000)	104,138	72,361	6,740,826	541,091
Total value of shipments (\$1,000)	D	194,348	D	1,079,586
Total capital expenditures (\$1,000)	12,318	10,608	108,404	27,689

D: Data withheld to avoid disclosing data for individual companies; data are included in higher level totals

SOURCE: U.S. CENSUS BUREAU, 2012 ECONOMIC CENSUS.

11.1.2

INDUSTRIAL AND RESEARCH PARKS MAUI COUNTY

2013	State Total	Maui	Moloka'i
Number of parks	25	5	1
Total acres	4,907.2	701.3	16.5
Developed acres	3,021.7	251.3	NA
Number of tenants	691	20	NA
Number of owners	408	90	NA

	Location	Total Acreage	Developed	Tenants	Owners	Lots
Maui Research and Technology Park	Kihei	430	40	20	10	NA
Maui Business Park II	Kahului	179	122	NA	NA	81
Pulehunui Industrial Park ¹	Puunene	86	NA	NA	NA	28
Wailuku Industrial Park	Wailuku	34	34	NA	80	NA
Lahaina Business Park	Lahaina	33	30	NA	NA	NA
Waiale Business Park ²	Waikapu	31	NA	NA	NA	20
Molokai Industrial Park	Kaunakakai	16.5	NA	NA	NA	NA

1. Data from 2019. Pulehunui is under Maui County's M-3 heavy industrial zoning.

2. Data from 2019.

SOURCE: HAWAII'S STATE DATA BOOK 2014; PACIFIC BUSINESS NEWS, BOOK OF LISTS (2014) VOL. 51, No. 43 (DECEMBER 20, 2013), P. 76; CBRE RESEARCH, HAWAII INDUSTRIAL, Q1 2019; PULEHUNUI; WAIALE BUSINESS PARK.

11.2.1

**GENERAL EXCISE AND USE TAX BASE
FOR TAX LIABILITIES
MAUI COUNTY**

2019

Retailing	5,451,034,324
Services	2,202,780,796
Contracting	1,159,053,944
Theater, Amusement, Radio	55,780,374
Interest & All Others	563,013,397
Commissions	184,845,666
Hotel Rentals	1,717,586,875
All Other Rentals	1,131,456,864
Use (4%)	145,904,224
SUB-TOTAL	12,611,456,463
Insurance Solicitors	28,088,832
Producing	15,790,038
Manufacturing	46,124,246
Wholesaling	1,830,921,822
Services (Intermediary)	127,411,607
Use (1/2%)	886,100,289
SUB-TOTAL	2,934,436,828
GRAND TOTAL	15,545,893,291

Note: This table replaces the former "General Excise Tax Base". The data have changed from previous years. Tax liability is the amount of tax levied on reported economic activity.

SOURCE: HAWAII STATE DEPARTMENT OF TAXATION, GENERAL EXCISE AND USE TAX BASE FOR TAX LIABILITIES.

11.2.2

**RETAIL ESTABLISHMENTS WITH EMPLOYEES
BY TYPE AND LOCATION, 2018**

Establishment Type	Location	Number	Location	Number	Location	Number
Motor Vehicles & Parts	Kahului	24	Wailuku	5		
Furniture & Home Furnishings	Kahului	15	Kīhei	4	Lahaina	4
Electronics & Appliances	Kahului	6	Kīhei	3		
Building Material & Garden Equipment & Supplies	Kahului	16	Lahaina	4	Wailuku	4
Food & Beverage	Ha'ikū	5	Lahaina	17	Wailuku	14
	Kahului	17	Makawao	3	Kaunakakai	5
	Kīhei	4				
Health & Personal Care	Kahului	17	Lahaina	13	Wailuku	7
	Kīhei	8				
Gasoline Stations	Kahului	9	Lahaina	7	Wailuku	3
	Kīhei	7	Makawao	3		

CONTINUES ON THE NEXT PAGE

11.2.2

CONTINUED

Establishment Type	Location	Number	Location	Number	Location	Number
Clothing & Clothing Accessories	Kahului	35	Lahaina	128	Pā'ia	14
	Kīhei	50	Makawao	10	Wailuku	6
Sporting Goods, Hobby, Musical Instruments & Books	Kahului	12	Lahaina	8	Wailuku	4
	Kīhei	7				
General Merchandise	Kahului	6				
Miscellaneous	Kahului	20	Lahaina	69	Wailuku	7
	Kīhei	19	Makawao	4	Kaunakakai	4
	Kula	4	Pā'ia	4		
Nonstore Retailers	Ha'ikū	4	Kīhei	12	Wailuku	3
	Kahului	9	Lahaina	7		

Note: To comply with disclosure avoidance guidelines, results for locations with fewer than three contributing establishments are suppressed.

SOURCE: U.S. CENSUS BUREAU, 2018 ZIP CODE BUSINESS PATTERNS.

11.2.3

CHARACTERISTICS OF MAJOR SHOPPING CENTERS MAUI COUNTY

Shopping Center	Location	Year Opened/ Last Renovated	Gross Leasable Area	Number of Units
Queen Ka'ahumanu Center	Kahului	1972/2005	571,225	110
Maui Marketplace	Kahului	1997	317,000	26
Maui Mall	Kahului	1971/1995	182,000	40
The Shops at Wailea	Wailea	2000	160,000	80
Pi'ilani Shopping Center	Kihei	2000	150,000	30
The Outlets of Maui	Lahaina	1990	147,000	38
Lahaina Gateway	Lahaina	2008	137,000	23
Azeka Shopping Center	Kihei	1978	135,645	51
Wailuku Shopping Center	Wailuku	NA	134,557	NA
Lahaina Cannery Mall	Lahaina	1987/1999	130,599	50
Pu'unēnē Shopping Center	Kahului	2015	120,100	28
Whalers Village	Lahaina	1970/2017	110,700	90
Maui Lani Shopping Center	Wailuku	2013	103,249	NA
Old Lahaina Center	Lahaina	1964	88,000	33
Lahaina Shopping Center	Lahaina	1995	77,000	21
Kahana Gateway	Lahaina	1990	58,902	NA
Marketplace at Lahaina	Lahaina	1974	56,165	46
West Maui Center	Lahaina	NA	54,425	NA
Wailuku Town Center	Wailuku	NA	52,946	9
Lahaina Square	Lahaina	1973	52,000	25
The Wharf	Lahaina	1978/1987	50,000	40
Līpoa Center	Kihei	1989/1991	45,199	10
Kukui Mall	Kihei	1987	40,974	15
Nāpili Plaza	Lahaina	NA	40,058	26
Kihei Town Center	Kihei	NA	36,892	8
Wailea Gateway Center	Wailea	2012	35,000	22
Fairway Shops	Kaanapali	NA	34,980	21

NA: Not available

SOURCE: NATIONAL RESEARCH BUREAU, DATABASE SUPPLIED TO CLARITAS INC.; SHOPPING CENTERS WEBSITES; LOOPNET.

11.2.4

**SUMMARY OF RETAIL TRADE
WITH EMPLOYEES BY BUSINESS GROUP
MAUI COUNTY**

NAICS	2018	Businesses	Number of Employees	1st Quarter Payroll (\$1,000)	Annual Payroll (\$1,000)
44-45	Retail Trade	814	9,771	79,572	323,248
4411--	Automobile dealers	17	433	6,632	27,646
4412--	Other motor vehicle dealers	4	47	355	1,722
4413--	Auto parts, accessories, & tire stores	23	232	2,002	8,300
4421--	Furniture stores	11	47	590	2,541
4422--	Home furnishings stores	25	143	1,061	5,601
4431--	Electronics & appliance stores	11	62	572	2,502
4441--	Building material & supplies dealers	31	697	5,338	22,397
4442--	Lawn & garden equipment & supplies stores	7	37	315	1,421
4451--	Grocery stores	66	2,124	17,332	69,390
4452--	Specialty food stores	10	78	490	1,885
4453--	Beer, wine & liquor stores	6	19	82	319
4461--	Health & personal care stores	54	561	5,140	20,230
4471--	Gasoline stations	34	408	3,068	11,760
4481--	Clothing stores	172	1,458	7,603	30,317
4482--	Shoe stores	19	145	581	2,390
4483--	Jewelry, luggage, & leather good stores	66	295	3,549	15,475
4511--	Sporting goods, hobby & music instr. stores	35	298	1,589	7,043
4512--	Book stores & news dealers	3	36	198	770
4523--	General merchandise stores	14	1,149	10,975	45,149
4531--	Florists	9	29	200	975
4532--	Office supplies, stationery, & gift stores	76	597	4,476	18,173
4533--	Used merchandise stores	14	110	694	2,033
4539--	Other miscellaneous store retailers	55	362	3,716	13,950
4541--	Electronic shopping & mail order houses	23	59	745	2,425
4543--	Direct selling establishments	26	80	732	3,027

NAICS: North American Industry Classification System.

SOURCE: U.S. CENSUS BUREAU, 2018 COUNTY BUSINESS PATTERNS.

11.2.5

RETAIL STORES BY NUMBER OF EMPLOYEES AND ZIP CODE AREA, MAUI COUNTY

2018	Total Stores	Number of Employees					
		1-4	5-9	10-19	20-49	50-99	100-499
Maui Island							
Hai'kū	23	16	-	4	-	-	-
Hāna	4	3	-	-	-	-	-
Kahului	197	60	38	48	34	8	7
Kīhei	130	58	38	23	5	5	-
Kula	16	11	-	-	-	-	-
Lahaina	265	110	89	42	21	-	-
Makawao	35	20	9	3	-	-	-
Pā'ia	34	14	17	-	-	-	-
Pukalani	-	-	-	-	-	-	-
Pu'unēnē	-	-	-	-	-	-	-
Wailuku	71	40	19	3	5	4	0
Moloka'i							
Ho'olehua	-	-	-	-	-	-	-
Kalaupapa	-	-	-	-	-	-	-
Kaunakakai	18	6	6	-	3	-	-
Kualapu'u	3	-	-	-	-	-	-
Maunaloa	-	-	-	-	-	-	-
Lāna'i							
Lāna'i City	8	6	-	-	-	-	-

Note: To comply with disclosure avoidance guidelines, results for locations with fewer than three contributing establishments are suppressed.

SOURCE: U.S. CENSUS BUREAU, 2018 ZIP CODE BUSINESS PATTERNS.

11.2.6

**COMMERCIAL LEASE RENTS
MAUI ISLAND**

Location	Range per Square Foot per Month		
	Retail	Office	Industrial
West Maui			
Lahaina			
Front Street	\$1.25 to \$26.00	\$3.00 to \$4.00	NA
Other Areas	\$1.50 to \$4.00	\$2.00	\$1.50 to \$4.00
Nāpili	\$2.00 to \$3.00	\$2.00 to \$3.00	NA
Central Maui			
Kahului	\$1.10 to \$6.00	\$1.35 to \$3.00	\$1.10 to \$2.50
Wailuku	\$1.00 to \$1.95	\$1.00 to \$2.25	\$1.00 to \$1.25
South Maui			
Kīhei	\$1.00 to \$4.00	\$1.35 to \$2.81	NA
Wailea	\$6.00	NA	NA
Upcountry			
Haiku	\$1.00 to \$2.25	\$1.00 to \$2.25	\$0.80 to \$2.25
Makawao	\$1.75 to \$3.50	\$1.75 to \$3.50	NA

NA: Not available.

SOURCE: CURRENT PROPERTY LISTINGS OF COMMERCIAL ROUNDTABLE OF MAUI AS OF APRIL 15, 2020.

11.3.1

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES BY SECTOR, MAUI COUNTY

Industry, 2018	Total Establishments	Employees	Annual Payroll (\$1,000)
Agriculture, Forestry, Fishing & Hunting	3	6	91
Mining	N	N	N
Utilities	16	482	51,421
Construction	490	3,826	253,692
Construction of buildings	156	868	56,457
Heavy & civil engineering construction	20	281	22,085
Specialty trade contractors	314	2,677	175,150
Manufacturing	118	949	41,797
Food manufacturing	41	416	11,657
Beverage & tobacco product manufacturing	6	78	2,755
Printing & related support activities	10	50	2,272
Chemical manufacturing	6	25	1,357
Nonmetallic mineral product manufacturing	11	182	13,173
Fabricated metal product manufacturing	6	16	882
Furniture & related product manufacturing	4	14	982
Miscellaneous manufacturing	23	50	1,634
Wholesale Trade	160	1,516	71,369
Merchant wholesalers, durable goods	58	344	18,398
Merchant wholesalers, nondurable goods	88	1,117	51,457
Wholesale electronic markets & agents & brokers	14	55	1,514
Retail Trade	814	9,771	323,248
Motor vehicle & parts dealers	44	712	37,668
Furniture & home furnishings stores	36	190	8,142
Electronics & appliance stores	11	62	2,502
Bldg material & garden equipment & supplies	38	734	23,818
Food & beverage stores	82	2,221	71,594
Health & personal care stores	54	561	20,230
Gasoline stations	34	408	11,760
Clothing & clothing accessories stores	257	1,898	48,182
Sporting goods, hobby, music instr. & books	38	334	7,813
General merchandise stores	16	1,412	50,913
Miscellaneous store retailers	154	1,098	35,131
Nonstore retailers	50	141	5,495
Transportation & Warehousing	148	3,688	125,455
Air transportation	14	833	28,113
Water transportation	3	77	4,158
Truck transportation	29	408	22,992
Transit & ground passenger transportation	14	197	4,113
Scenic & sightseeing transportation	51	1,307	43,757
Support activities for transportation	21	660	13,323
Couriers & messengers	12	184	7,810
Warehousing & storage	4	22	1,189

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11.3.1
CONTINUED

Industry, 2018	Total Establishments	Employees	Annual Payroll (\$1,000)
Information	81	682	34,180
Publishing industries (except Internet)	23	136	6,347
Motion picture & sound recording industries	14	96	2,052
Broadcasting (except Internet)	5	75	3,040
Telecommunications	27	352	21,711
Data processing, hosting & related services	5	11	439
Other information services	7	12	591
Finance & Insurance	160	827	45,885
Credit intermediation & related activities	83	584	28,805
Securities, commodity contracts, investments	24	57	5,913
Insurance carriers & related activities	53	186	11,167
Real Estate & Rental & Leasing	318	2,211	97,724
Real estate	226	1,204	58,723
Rental & leasing services	91	1,007	38,967
Professional, Scientific, & Technical Services	430	1,726	96,604
Management of Companies & Enterprises	11	186	10,201
Administrative Support & Waste Management	305	4,865	169,318
Administrative & support services	289	4,668	161,174
Waste management & remediation services	16	197	8,144
Educational Services	78	925	28,762
Health Care & Social Assistance	444	7,365	422,014
Ambulatory health care services	323	3,424	229,970
Hospitals	5	1,703	126,602
Nursing & residential care facilities	12	653	23,870
Social assistance	104	1,585	41,572
Arts, Entertainment, & Recreation	136	2,398	64,035
Performing arts, spectator sports, & related	52	910	24,852
Museums, historical sites, & similar institutions	10	217	6,450
Amusement, gambling, & recreation industries	74	1,271	32,733
Accommodation & Food Services	547	23,083	899,727
Accommodation	105	11,998	620,050
Food services & drinking places	442	11,085	279,677
Other Services (except Public Administration)	484	2,825	95,941
Repair & maintenance	86	379	15,891
Personal & laundry services	116	872	28,319
Religious, grantmaking, civic, professional orgs	282	1,574	51,731
Industries not Classified	6	7	153
Total for All Sectors	4,749	67,338	2,831,617

N: Data are not published or collected at this geography or industry detail by this program.

SOURCE: U.S. CENSUS BUREAU, 2018 COUNTY BUSINESS PATTERNS.

11.3.2

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS BY SECTOR FOR NONEMPLOYERS, MAUI COUNTY

Industry, 2018	Establishments with Employees	Nonemployer Establishments	Annual Receipts (\$1,000)
Agriculture, Forestry, Fishing & Hunting	3	276	7,789
Mining	N	4	521
Utilities	16	44	3,890
Construction	490	1,460	101,324
Construction of buildings	156	447	32,795
Heavy & civil engineering construction	20	15	1,666
Specialty trade contractors	314	998	66,863
Manufacturing	118	363	16,634
Food manufacturing	41	62	3,399
Beverage & tobacco product manufacturing	6	4	581
Apparel manufacturing	N	46	1,013
Wood product manufacturing	N	29	1,394
Printing & related support activities	10	23	1,892
Chemical manufacturing	6	10	1,429
Nonmetallic mineral product manufacturing	11	13	337
Primary metal manufacturing	N	5	60
Fabricated metal product manufacturing	6	10	308
Machinery manufacturing	N	3	139
Computer & electronic product manufacturing	N	4	249
Transportation equipment manufacturing	N	4	243
Furniture & related product manufacturing	4	22	553
Miscellaneous manufacturing	23	119	4,662
Wholesale Trade	160	369	21,958
Merchant wholesalers, durable goods	58	173	8,787
Merchant wholesalers, nondurable goods	88	153	12,085
Wholesale electronic markets & agents & brokers	14	43	1,086
Retail Trade	814	1,378	69,432
Motor vehicle & parts dealers	44	35	2,893
Furniture & home furnishings stores	36	21	1,246
Electronics & appliance stores	11	6	641
Bldg material & garden equipment & supplies	38	13	1,982
Food & beverage stores	82	60	6,439
Health & personal care stores	54	68	2,847
Gasoline stations	34	3	679
Clothing & clothing accessories stores	257	179	9,409
Sporting goods, hobby, musical instr. & books	38	55	1,842
General merchandise stores	16	23	1,408
Miscellaneous store retailers	154	254	18,091
Nonstore retailers	50	661	21,955
Transportation & Warehousing	148	871	23,657
Air transportation	14	16	328
Water transportation	3	9	231
Truck transportation	29	44	2,438
Transit & ground passenger transportation	14	658	14,507

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11.3.2

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Industry, 2018	Establishments with Employees	Nonemployer Establishments	Annual Receipts (\$1,000)
Scenic & sightseeing transportation	51	32	1,916
Support activities for transportation	21	48	2,908
Couriers & messengers	12	55	982
Warehousing & storage	4	9	347
Information	81	183	6,954
Publishing industries (except Internet)	23	30	591
Motion picture & sound recording industries	14	102	4,799
Broadcasting (except Internet)	5	8	320
Telecommunications	27	5	257
Data processing, hosting & related services	5	12	251
Other information services	7	26	736
Finance & Insurance	160	321	23,340
Credit intermediation & related activities	83	20	859
Securities, commodity contracts, investments	24	95	15,362
Insurance carriers & related activities	53	206	7,119
Real Estate & Rental & Leasing	318	2,163	210,344
Real estate	226	2,043	203,920
Rental & leasing services	91	118	6,225
Professional, Scientific, & Technical Services	430	2,387	101,784
Management of Companies & Enterprises	11	N	N
Administrative, Support & Waste Management	305	2,280	69,890
Administrative & support services	289	2,275	69,106
Waste management & remediation services	16	5	784
Educational Services	78	429	10,922
Health Care & Social Assistance	444	1,081	48,757
Ambulatory health care services	323	769	40,474
Hospitals	5	N	N
Nursing & residential care facilities	12	36	1,106
Social assistance	104	276	7,177
Arts, Entertainment, & Recreation	136	1,413	63,291
Performing arts, spectator sports, & related	52	1,182	33,798
Museums, historical sites, & similar institutions	10	4	89
Amusement, gambling, & recreation industries	74	227	29,404
Accommodation & Food Services	547	454	30,150
Accommodation	105	121	10,292
Food services & drinking places	442	333	19,858
Other Services (except Public Administration)	484	2,101	90,407
Repair & maintenance	86	397	19,416
Personal & laundry services	116	1,630	69,294
Religious, grantmaking, civic, professional orgs	282	74	1,697
Industries not Classified	6	N	N
Total for All Sectors	4,749	17,577	901,044

N: Data are not published or collected at this geography or industry detail by this program.

SOURCE: U.S. CENSUS BUREAU, 2018 COUNTY BUSINESS PATTERNS, 2018 NONEMPLOYER STATISTICS.

11.3.3

LARGEST COMPANIES AND NONPROFITS MAUI COUNTY

Company	State Rank		Sales (\$million)		Employees
	2019	2018	2018	2017	
Jim Falk Automotive Group	27	25	376.0	417.0	270
Four Seasons Resort Maui at Wailea	55	52	178.0	175.0	750
VIP Foodservice	75	84	104.3	96.2	180
Maui Medical Group Inc.	143	139	43.6	41.7	302
Haleakala Solar Inc.	158	152	32.6	32.6	131
Wailea Golf LLC	193	205	18.9	17.9	112
Maui Clothing Co. Inc.	195	201	18.2	18.5	98
Maui Economic Opportunity	208	NA	14.9	NA	225
Employers Options	211	217	14.1	13.4	10
Maui County Federal Credit Union ¹	215	225	12.0	10.1	NA
Maui Land & Pineapple Co. Inc.	216	178	11.0	24.4	14
Maui Plumbing	228	NA	8.0	NA	40
Coconut Condos	241	NA	4.2	NA	9
Huber Pools	246	246	3.5	4.2	15

1. Tie with CU Hawaii Federal Credit Union. NA: Not available.

SOURCE: "TOP 250." *HAWAII BUSINESS*, AUGUST 2019.

11.3.4

CHARACTERISTICS OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES, MAUI COUNTY

Excludes most government employees, railroad employees, and self-employed persons

Characteristic	2017		2018	
	Maui County	State	Maui County	State
Number of businesses	4,705	32,800	4,749	32,952
Employees	64,947	544,056	67,338	551,681
First quarter payroll (\$1,000)	639,180	6,002,466	686,117	6,292,044
Annual payroll (\$1,000)	2,678,040	24,366,355	2,831,617	25,119,473

SOURCE: U.S. CENSUS BUREAU, COUNTY BUSINESS PATTERNS.

11.3.5

NUMBER OF BUSINESS ESTABLISHMENTS WITH EMPLOYEES MAUI COUNTY AND STATE OF HAWAI'I

Year	Maui County	State Total
1986	2,656	26,212
1987	2,867	27,281
1988	2,958	27,938
1989	3,096	28,443
1990	3,239	29,313
1991	3,367	29,736
1992	3,482	30,467
1993	3,502	30,157
1994	3,578	29,995
1995	3,639	29,942
1996	3,708	29,967
1997	3,766	29,995
1998	3,746	29,603
1999	3,790	29,569
2000	3,889	29,853
2001	3,955	30,853
2002	4,104	30,633
2003	4,203	31,061
2004	4,295	31,605
2005	4,422	32,244
2006	4,584	33,118
2007	4,663	33,388
2008	4,564	32,904
2009	4,450	32,372
2010	4,332	31,939
2011	4,314	31,472
2012	4,343	31,496
2013	4,409	31,622
2014	4,499	31,801
2015	4,545	31,915
2016	4,618	32,350
2017	4,705	32,800
2018	4,749	32,952

SOURCE: U.S. CENSUS BUREAU, COUNTY BUSINESS PATTERNS.

11.3.6

SERVICE ESTABLISHMENTS WITH EMPLOYEES FOR PLACES WITH 3,000 INHABITANTS OR MORE, MAUI COUNTY

Geography, 2012	Number of Establishments	Revenue (\$1,000)	Number of Employees	Annual Payroll (\$1,000)
Professional, Scientific, and Technical Services				
Ha'ikū-Pa'uwela	24	4,635	24	892
Kahului	43	27,726	258	9,515
Kaunakakai	N	N	N	N
Kīhei	51	44,605	258	19,721
Kula	29	7,451	60	2,689
Lahaina	21	7,122	80	1,646
Lāna'i City	2	D	0-19	D
Makawao	13	3,568	25	987
Nāpili-Honokōwai	4	969	4	293
Pukalani	13	2,243	37	895
Waihe'e-Waiehū	1	D	0-19	D
Wailea	22	4,353	25	886
Wailuku	129	71,070	524	26,081
Administrative, Support, and Waste Management				
Ha'ikū-Pa'uwela	18	5,880	54	1,698
Kahului	53	97,251	2,052	56,866
Kaunakakai	3	1,439	11	143
Kīhei	41	28,642	307	11,969
Kula	11	7,564	109	2,542
Lahaina	20	46,539	969	27,982
Lāna'i City	4	D	20-99	D
Makawao	11	5,630	175	3,207
Nāpili-Honokōwai	8	4,747	56	1,721
Pukalani	9	D	100-249	D
Waihe'e-Waiehū	3	D	0-19	D
Wailea	12	9,449	57	1,086
Wailuku	48	70,854	746	20,474
Educational Services				
Ha'ikū-Pa'uwela	2	D	0-19	D
Kahului	10	2,106	39	738
Kaunakakai	N	N	N	N
Kīhei	9	2,332	45	682
Kula	1	D	0-19	D
Lahaina	5	4,154	31	1,214
Lāna'i City	N	N	N	N
Makawao	4	3,031	27	726
Nāpili-Honokōwai	N	N	N	N
Pukalani	3	139	3	37
Waihe'e-Waiehū	1	D	0-19	D
Wailea	3	D	20-99	D
Wailuku	3	D	0-19	D
Health Care and Social Assistance				
Ha'ikū-Pa'uwela	6	5,304	37	1,613
Kahului	96	170,232	1,533	76,084
Kaunakakai	19	23,794	265	9,780
Kīhei	42	31,997	307	13,593
Kula	13	D	20-99	D
Lahaina	24	20,704	194	8,802
Lāna'i City	9	4,605	45	1,954

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11.3.6
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Geography	Number of Establishments	Revenue (\$1,000)	Number of Employees	Annual Payroll (\$1,000)
Makawao	16	D	20-99	D
Nāpili-Honokōwai	2	D	0-19	D
Pukalani	6	D	20-99	D
Waihe'e-Waiehū	1	D	0-19	D
Wailea	6	1,207	4	230
Wailuku	122	448,085	3,326	181,612
Arts, Entertainment, and Recreation				
Ha'ikū-Pa'uwela	9	3,486	39	1,100
Kahului	13	19,370	478	6,839
Kaunakakai	1	D	0-19	D
Kīhei	14	9,403	185	3,539
Kula	7	2,875	16	398
Lahaina	14	D	250-499	D
Lāna'i City	N	N	N	N
Makawao	3	1,123	28	326
Nāpili-Honokōwai	3	D	0-19	D
Pukalani	9	D	100-249	D
Waihe'e-Waiehū	N	N	N	N
Wailea	11	17,128	134	4,622
Wailuku	9	4,494	85	1,660
Accommodation and Food Services				
Ha'ikū-Pa'uwela	4	3,625	75	1,152
Kahului	84	123,307	1,703	31,165
Kaunakakai	8	D	100-249	D
Kīhei	91	136,593	1,622	35,137
Kula	5	4,945	82	1,297
Lahaina	93	343,924	3,748	105,653
Lāna'i City	9	D	500-999	D
Makawao	10	10,293	265	4,058
Nāpili-Honokōwai	17	55,210	289	7,734
Pukalani	7	7,026	123	1,310
Waihe'e-Waiehū	1	D	0-19	D
Wailea	31	554,353	4,349	161,090
Wailuku	47	28,023	438	7,098
Other Services (except Public Administration)				
Ha'ikū-Pa'uwela	7	1,400	21	465
Kahului	60	43,119	501	12,823
Kaunakakai	7	5,445	54	1,815
Kīhei	71	29,979	270	7,453
Kula	9	1,690	17	479
Lahaina	45	22,246	191	4,707
Lāna'i City	1	D	0-19	D
Makawao	5	D	0-19	D
Nāpili-Honokōwai	21	D	20-99	D
Pukalani	9	D	20-99	D
Waihe'e-Waiehū	3	D	20-99	D
Wailea	31	35,203	274	9,175
Wailuku	59	31,796	273	7,650

D: Withheld to avoid disclosing data for individual companies; data are included in higher level totals. N: Not available.

SOURCE: U.S. CENSUS BUREAU, 2012 ECONOMIC CENSUS.

11.3.7

**SERVICE ESTABLISHMENTS WITH EMPLOYEES
BY TYPE AND LOCATION, 2018**

Establishment Type	Location	Number	Location	Number	Location	Number
Professional, Scientific, & Technical Services	Ha'ikū	31	Kula	31	Pā'ia	16
	Kahului	49	Lahaina	36	Wailuku	128
	Kīhei	94	Makawao	35		
Management of Companies	Kahului	4	Kīhei	3		
Administrative & Support	Ha'ikū	24	Lahaina	49	Wailuku	50
	Kahului	46	Makawao	26	Kaunakakai	4
	Kīhei	71	Pā'ia	8	Lāna'i City	3
	Kula	8				
Waste Management & Remediation	Kahului	4	Pu'unēnē	3	Wailuku	4
Educational Services	Ha'ikū	4	Kīhei	22	Makawao	16
	Hāna	3	Lahaina	8	Wailuku	6
	Kahului	10				
Ambulatory Health Care	Ha'ikū	6	Kula	14	Wailuku	114
	Kahului	73	Lahaina	30	Kaunakakai	9
	Kīhei	42	Makawao	24	Lāna'i City	4
Hospitals	NA					
Nursing & Residential Care	Kahului	4	Wailuku	4		
Social Assistance	Ha'ikū	3	Lahaina	11	Wailuku	30
	Hāna	4	Makawao	9	Kaunakakai	7
	Kahului	14	Pā'ia	4	Lāna'i City	8
	Kīhei	6				

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11.3.7

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Establishment Type	Location	Number	Location	Number	Location	Number
Performing Arts, Spectator Sports, & Related	Ha'ikū	5	Lahaina	11	Pā'ia	3
	Kahului	4	Makawao	7	Wailuku	8
	Kīhei	9				
Museums, Historical Sites, & Related	NA					
Amusement, Gambling, & Recreation	Ha'ikū	4	Kula	5	Pā'ia	3
	Kahului	3	Lahaina	19	Wailuku	6
	Kīhei	17	Makawao	6		
Accommodation	Ha'ikū	3	Lahaina	60	Wailuku	3
	Kīhei	29				
Food Service & Drinking	Ha'ikū	10	Kula	8	Wailuku	57
	Hāna	3	Lahaina	129	Kaunakakai	10
	Kahului	70	Makawao	19	Lāna'i City	4
	Kīhei	115	Pā'ia	15		
Repair & Maintenance	Kahului	28	Lahaina	5	Pu'unēnē	3
	Kīhei	8	Makawao	6	Wailuku	30
Personal & Laundry Services	Kahului	20	Kula	4	Makawao	9
	Kīhei	25	Lahaina	32	Wailuku	22
Religious, Civic, & Professional Organizations	Ha'ikū	6	Kula	7	Wailuku	43
	Hāna	3	Lahaina	74	Kaunakakai	10
	Kahului	25	Makawao	11	Lāna'i City	4
	Kīhei	88	Pā'ia	3		

NA: Not available.

Note: To comply with disclosure avoidance guidelines, results for locations with fewer than three contributing establishments are suppressed.

SOURCE: U.S. CENSUS BUREAU, 2018 ZIP CODE BUSINESS PATTERNS.

11.3.8

**SALES BY BUSINESS ESTABLISHMENTS
FOR EMPLOYERS AND NONEMPLOYERS BY SECTOR
MAUI COUNTY**

NAICS	Industry	Employers	Sales (\$1,000)	Nonemployers	Sales (\$1,000)
11	Agriculture, Forestry, Fishing & Hunting	N	N	268	6,660
21	Mining, Quarrying, and Oil and Gas Extraction	N	N	5	499
22	Utilities	17	Q	43	3,610
23	Construction	N	N	1,344	104,282
31-33	Manufacturing	N	N	353	16,033
42	Wholesale Trade	146	828,658	374	21,852
44-45	Retail Trade	D	D	1,414	68,883
48-49	Transportation & Warehousing	153	534,832	700	18,522
51	Information	72	N	168	5,879
52	Finance & Insurance	150	N	281	19,033
53	Real Estate & Rental & Leasing	343	651,419	2,077	198,414
54	Professional, Scientific, & Tech. Services	417	222,937	2,282	95,439
55	Management of Companies & Enterprises	N	N	N	N
56	Admin., Support & Waste Management	305	416,518	1,905	57,906
61	Educational Services	D	D	390	9,770
62	Health Care & Social Assistance	431	932,736	994	47,754
71	Arts, Entertainment, & Recreation	128	192,877	1,385	58,103
72	Accommodation & Food Services	546	2,929,727	431	34,833
81	Other Services (except Public Administration)	409	299,446	2,824	104,403

D: Withheld to avoid disclosing individual company data; data are included in higher level totals.

N: Not available or not comparable.

Q: Revenue not collected at this level of detail for multi-establishment firms.

NAICS: North American Industry Classification System.

SOURCE: U.S. CENSUS BUREAU, 2017 ECONOMIC CENSUS, AND 2017 NONEMPLOYER STATISTICS.

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